DOCUMENT RESUME

ED 116 786 PS 008 208

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TITLE The Effects of Television Advertising on Children. Report No. 4: Attitudes of Industry Executives, Government Officials and Consumer Critics Toward Children's Advertising. Final Report.
INSTITUTION Michigan State Univ., East Lansing. Coll. of Communication Arts.
SPONS AGENCY Office of Child Development (DHEW), Washington, D.C.
REPORT NO OCD-CB-346
PUB DATE Jun 75
NOTE 99p.; For other reports, see PS 008 205-209 and PS 008 380

EDRS PRICE MF-$0.76 HC-$4.43 Plus Postage
DESCRIPTORS *Attitudes; *Children; *Television Commercials; *Television Research; *Television Viewing
IDENTIFIERS *Television Advertising and Children Project

ABSTRACT

This report, the fourth in a series of six reports on television advertising and children, describes attitudes toward children's television advertising held by industry executives, government officials, and consumer critics. The accuracy with which each group perceives the positions of the other parties involved is also assessed. Data were collected by means of a questionnaire (mailed) which presented 29 attitude statements to be rated along an agree-disagree scale. The analysis of these data revealed that the Action for Children's Television (ACT) sample generally took a position on one side of the issue, the advertiser and agency samples took a position on the opposite side, with the government sample tending to fall in between. The areas in which the consumer and industry groups were far apart on the attitude rating scale included: (1) the need for regulation, (2) locus of regulation, (3) effects of commercials, (4) evaluations of advertisers and advertising, (5) products allowed on television, and (6) proposals for the future. The advertisers, agency personnel, and government officials tended to be highly accurate in estimating the ACT group's positions on key issues, but estimates of the advertising agency positions were somewhat more extreme than their actual attitudes. (JMB)

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EFFECTS OF TELEVISION ADVERTISING ON CHILDREN --

ATTITUDES OF INDUSTRY EXECUTIVES, GOVERNMENT OFFICIALS, AND CONSUMER CRITICS TOWARD CHILDREN'S ADVERTISING

Charles K. Atkin and James Culley

PS 008208

REPORT #4

TV ADVERTISING AND CHILDREN PROJECT

THE EFFECTS OF TELEVISION ADVERTISING ON CHILDREN:

ATTITUDES OF INDUSTRY EXECUTIVES, GOVERNMENT OFFICIALS AND CONSUMER CRITICS TOWARD CHILDREN'S ADVERTISING

-- FINAL REPORT --

June, 1975

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Department of Communication
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Submitted to:

Office of Child Development
Department of Health,
Education and Welfare

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ABSTRACT

This survey describes attitudes toward children's television advertising held by industry executives, government officials, and consumer critics. The study also assesses how accurately each group perceives the positions of the other parties involved in children's advertising issues. Four specific groups were sampled:

(a) advertising agency executives responsible for the creation, production and dissemination of commercials shown on children's TV programs

(b) executives in companies advertising on network children's television, including firms producing toys, cereals, candies and other food items

(c) government officials involved in regulation of children's television and advertising, including consumer-oriented congressmen and members of the FCC and FTC agencies

(d) members of Action for Children's Television, the leading critics of children's television advertising

Mail questionnaires were distributed in the summer of 1973, presenting 29 attitude statements to be rated along an agree-disagree scale. The primary analyses compared responses of the four groups. In most cases, the ACT sample took a strong position on one side of the issue while the advertiser and agency samples took a moderately strong position on the opposite side; the government sample tended to fall in between, generally closer to the attitudes expressed by the ACT members. These are the 15 items on which the consumer and industry groups were far apart on the attitude rating scale --

Need for regulation: (1) advertising should be more regulated than at present, and (2) new regulations should restrict toy selling techniques

Locus of regulation: (3) trade association guidelines are ineffective

Effects of commercials: (4) advertising helps develop children's consumer ability, (5) most children understand the purpose of commercials, (6) commercials increase parent-child conflict, and (7) commercials arouse anxieties in children

Evaluations of advertisers and advertising: (8) children's commercials are in good taste, (9) children's advertisers try to be truthful, (10) advertisers provide what the public wants, (11) advertisers are concerned about children, and (12) the quality of children's TV would be better without advertising

Products allowed on TV: (13) vitamins should be advertised on children's programs

Proposals for the future: (14) all ads should be banned from children's television, and (15) ads should be preceded by a warning.

The advertisers, agency personnel and government officials tended to be highly accurate in estimating how the ACT group thinks on key issues; the estimates of the advertising agency positions were somewhat more extreme than their actual attitudes.

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ATTITUDES OF INDUSTRY EXECUTIVES, GOVERNMENT OFFICIALS AND CONSUMER CRITICS TOWARD CHILDREN'S ADVERTISING

The purpose of this study is to present an objective examination of own attitudes and perceptions of other parties' attitudes of five key respondent groups towards the major issues surrounding the subject of children's television advertising.

There exists a large number of studies focusing on the general public's attitudes towards advertising as a marketing tool. However, in only a few cases has an attempt been made to deal with areas of specific concern to those interested in children's television advertising. Moreover, a survey of the literature reveals practically no attitude studies of the key people involved in the creation, production, research, evaluation, financing, regulation, and criticism of advertising directed at children. Yet, these people are the best sources of information on the various issues involved, the ones most likely to influence and to be influenced by policy decisions in the area, and are expert opinion leaders for much of the general public.

Differences in the verbalized attitudes of the respondent groups is examined for the following areas: (1) the need for increased regulation of children's television commercials; (2) whose job it should be to regulate television advertising directed at children; (3) the harmful and beneficial effects of television commercials on children; (4) evaluation of TV advertisers and current advertising practices; (5) the types of products that should be advertised on children's television; and (6) major proposals made regarding future changes on advertising on children's television.

In addition, the coorientational accuracy of the various respondent groups is assessed. The estimates of Group A's attitudes by Group B's members can be compared to Group A's actual attitudes on some of the key items studied above. To the extent that the estimates and actual attitudes are similar, those in Group B are accurate in their perceptions. The degree of misperception or distortion in these estimates provides valuable data on communication problems that might be overcome by increased interaction among the groups. To test the role of previous information exchange, comparisons are made between the accuracy scores of respondents who feel informed vs. uninformed about the other groups.

THE RESEARCH INSTRUMENT

Before designing the research instrument, the first step involved a review of the literature on television programming and advertising and their effects on children. The source materials included textbooks in marketing and advertising, trade and research journals, published works of advertising practitioners and critics, case studies, personal discussions with practitioners, researchers, and critics, and so forth.

Audits were made of a sample of network children's shows during Summer and Fall, 1972. Records were kept for each advertisement aired during the audited period. Each record included the name of the product advertised, the length of the commercial, and the time the commercial was shown. This

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information, along with the commercial logs of the Barcus,[1] Pearce,[2] and Atkin studies and the sample of network program logs supplied by Broadcast Advertisers Reports,[3] was used in compiling a list of the products advertised on children's television.

The Standard Directory of Advertising Agencies,[4] Standard Directory of Advertisers,[5] and the account changes published in Advertising Age were used to determine the agencies responsible for the creation of the commercials listed. Letters were written to the presidents of all New York and Chicago agencies involved in the creation and production of children's television commercials. The letters explained the purpose of the study and asked each agency president to submit the names of key individuals within his agency who were presently involved in promoting to the juvenile market.

Eighteen agency presidents answered the letter, and personal interviews were arranged and conducted at ten of the eighteen agencies that responded. To structure the personal interviews and insure that all the major issues were covered, an interview guide was used. Tape recordings were made of the interviews where this was permitted. Interview guide appears in Appendix D.

Data from the literature search and preliminary agency interviews was used to prepare a list of 96 Likert-type attitudinal items. These items related to the six general hypotheses of the study. As a pretest, the 96-item scale was administered to a sample of undergraduate college students majoring in marketing. The students were asked to indicate the extent of their agreement or disagreement with each item on the list. After completing the survey, the students were asked to comment on any items in the survey that they thought vague, misleading, or otherwise questionable. The pretest results were the major input into the final mail questionnaire.

The first section of the final questionnaire contained instructions for using the Likert-type scale and twenty-nine Likert-type opinion statements. In the second section of the questionnaire, nine of the statements from the first section were repeated either two or three times. Respondents were told at the top of each page in the second section to place themselves in the position of a spokesman for Action for Children's Television, or a member of one of the network review boards, or an advertising agency executive involved in creating, producing, and researching commercials for children's television. The respondents were then asked to mark the response that best reflected the view of the person listed at the top of the page.

The respondents in the ACT sample were asked to comment on how they thought people on the network continuity boards and advertising agency executives would feel. The respondents in the industry sample were asked to mark how they felt ACT spokesmen and members of the network continuity boards, and advertising agency executives would feel.

The third section of the questionnaire used ten semantic differential scales with bi-polar adjectives to rate the concepts of "children's television advertising" and "self-regulation in advertising." The adjectives were drawn from lists of the most common adjectives used in semantic differential analysis.[6]

A seven-interval scale was used. At the end of the third section, respondents were asked to complete three multiple choice items pertaining to their age, marital status, and educational level. The final questionnaire is reproduced in Appendix C.

SAMPLE GROUPS

The five groups included in the study are:

1. Action for Children's Television Spokesmen (ACT). This Boston based consumer group has had considerable success in petitioning the Federal Communications Commission and the Federal Trade Commission for changes in present policies regarding children's television advertising. ACT has also been successful in raising money for research on the subject of children's television and children's television advertising and in influencing public opinion on the major issues involved with children's television advertising. A judgment sample of sixty ACT leaders and members was selected for the survey by the founders of ACT; eighty-five percent of the sample completed the survey.

2. Advertising Agency Executives. Much of the criticism of children's television advertising has to do with the techniques and the content of commercials aimed at children. In this study, 107 presidents and top executive officers of twenty-four advertising agencies that create, produce, and buy broadcast time on children's television programs were sent copies of the survey. Sixty-six percent completed the questionnaire. In gathering preliminary data for the study, personal interviews were also conducted with the top executives at ten of the twenty-four agencies included in the final survey.

3. Top advertisers. There is a great variety of products advertised on children's television, but most fall into one of four categories: toys, cereals, candies, and other food items. In this study, seventy-five copies of the final questionnaire were mailed to the presidents and top executive officers of thirty firms sponsoring shows, or frequently running commercials, on network children's television. Forty-five percent of the sample mailed back usable questionnaires.

4. Members of the Federal Trade Commission (FTC), the Federal Communications Commission (FCC), and Key Members of Congress. A judgment sample of forty-nine congressmen was included in the government sample. These congressmen were selected because of their expressed interest in and voting record on consumer causes. In addition, fifteen commissioners and top staff officers of the FTC and the FCC were included in the sample. Sixty-six percent of the government sample responded to the survey, but only thirty-four percent of the sample sent back completed questionnaires.

5. Members of the Network Review Boards. Major gatekeepers for all commercials destined for airing on network television are the network review or continuity boards. Though the number of people on these boards is small, the board members hold a major position in determining what is or is not

acceptable for showing on the networks. Thirteen review board members from the three major networks were mailed copies of the survey, but only six responded. Due to the small size of the sample group and the low response rate, no statistical analyses using the review board sample were attempted.

DATA GATHERING PROCEDURES

The procedure used in selecting respondents for the study varied for each of the respondent groups. In preliminary conversations with the executive director of Action for Children's Television (ACT) arrangements were made to channel all questionnaires to ACT members through the ACT office in Newtonville, Massachusetts. ACT initiated this procedure several years ago to protect its members from unnecessary harassment. Several days before the initial mailing, the president of ACT questioned the necessity of going through this two-step mailing procedure and offered to provide the names and addresses of the ACT respondents. Because the initial procedure was already established, however, no changes were made in the sampling and distribution plans.

Names for the advertising agency and advertiser samples were drawn from the Standard Directory of Advertising Agencies and the Standard Directory of Advertisers, using the preliminary network children's show audits to determine which companies were involved with advertising on children's shows. In the industry samples, an attempt was made to include the top executives of all the major firms involved with children's television advertising. Unfortunately, the employee turnover rate in the advertising industry is very high, even among top executives. By the time an individual's name is listed in the trade directories, there is a good chance the individual will have retired, moved to a new position within the company, or moved to an entirely different company.[7]

The respondents in the industry samples are broken-down by title and principal product in Table 1. Appendix B contains the names of the various companies surveyed.

Respondent names for the network continuity board sample were obtained by contacting the three major networks personally. One network would only provide the name of the vice-president in charge of commercial clearances, not the individual board members. In that one case, the review board members listed for that network in the 1972 edition of the Television Factbook were added to the sample.

The government sample was a judgment sample composed of senators and congressmen thought of as "consumerists" by their colleagues, and the commissioners and top staff members of the FTC and FCC. Congressman Rosenthall's (Democrat, New York) staff helped provide the names of representatives and senators for the sample.

Two mailings of the final questionnaire were made. The initial mailing was made June 12, 1973, and went to 318 individuals drawn from the five populations of interest in the study. The second mailing, sent to all respondents failing or refusing to complete the initial questionnaire, was made between July 12 and July 16, 1973 (see Table 2).

A total of eleven different cover letters was used to ensure responses tailored to the situations of the various respondents in the samples. A hand-written note was added to the bottom of many of the follow-up cover letters to add a more personal touch and, hopefully, to increase the number of responses. Samples of the various cover letters are included in Appendix A.

ANALYSIS

Each questionnaire statement was accompanied by a five-step Likert scale, response categories ranging from "strongly agree" to "strongly disagree." For the four respondent groups with sufficient numbers of cases for analysis, the percentage of respondents who selected each response was computed; these distributions of answers are portrayed graphically and described statistically in Tables 3 through 8. In addition, the response categories were assigned numerical values ranging from 1 (strongly disagree) to 5 (strongly agree) and means were computed for each group. These mean data are presented graphically and described statistically in Tables 3 through 8, accompanied by significance levels for the differences using a two-tailed t-test.

On the coorientational phase of the study, means were computed on the group estimates of the ACT and agency groups' opinions on nine of the questionnaire items. Means were also computed separately for subgroups with and without knowledge about the other groups' opinions. These means were then compared to the actual mean opinions of the ACT and agency groups. Deviations were calculated, and the significance of the difference computed. This provides an assessment of the accuracy of each group's estimates. Tables 9 and 10 graphically display these accuracy scores and show the means, deviations, and significance levels.

The 29 statements in the questionnaire are organized into six categories involving various manifest aspects of advertising to children. These are the categories and the set of items within each category; items that are starred were also used in the coorientational accuracy analyses:

(1) NEED FOR INCREASED REGULATION OF CHILDREN'S TELEVISION COMMERCIALS

- (a) Television advertising to children should be more regulated than it already is.
- (b) Children's television advertising requires special regulation because of the nature of the viewing audience.*
- (c) New regulations should restrict the techniques used in advertising toys.
- (d) Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.*

(2) WHOSE JOB IT SHOULD BE TO REGULATE TELEVISION ADVERTISING DIRECTED AT CHILDREN

- (a) Commercials to children should be regulated by advertisers themselves.

(b) Commercials to children should be regulated by the government.*

(c) It is up to the child's parents to regulate children's television viewing behavior.

(d) The trade association guidelines in use today have done little to improve the quality of children's television advertising.*

(3) HARMFUL AND BENEFICIAL EFFECTS OF TELEVISION COMMERCIALS ON CHILDREN

(a) Advertising helps develop a child's ability to make good consumer decisions.

(b) Commercials often persuade children to want things they don't really need.

(c) Most children understand what commercials on children's shows are trying to do.

(d) Television commercials lead to an increase in parent-child conflict.

(e) Television commercials often arouse anxieties and feelings of insecurity in children.

(f) There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.

(4) EVALUATION OF TV ADVERTISERS AND CURRENT ADVERTISING PRACTICES

(a) There are too many commercials on shows children watch.

(b) Most children's television commercials present a true picture of the product advertised.

(c) Performers should be allowed to sell products on children's television shows.

(d) Television commercials aimed at children are usually in good taste.

(e) Commercials on children's television are often purposely disguised to blend in with the programs.

(f) Most advertisers on children's television make a sincere effort to present their products truthfully.

(g) Most advertisers are good people trying their best to provide what the public wants.

(h) The quality of children's television would be better if it weren't controlled by advertising dollars.

(i) Most advertisers on children's television aren't really concerned about kids, they just want to sell their products.*

(5) THE TYPES OF PRODUCTS THAT SHOULD BE ADVERTISED ON CHILDREN'S TELEVISION

(a) There is nothing wrong with advertising vitamin tablets on children's television programs.*

(6) MAJOR PROPOSALS FOR FUTURE CHANGES IN CHILDREN'S ADVERTISING AND PROGRAMMING

(a) "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.*

(b) Simulcasts (permitting two or more networks to run the same program at the same time) would help improve the quality of children's television.

(c) The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.

(d) Advertising on children's television programs should be banned completely.

(e) All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.*

RESULTS

The major results will be summarized briefly in the text for each of the categories of questionnaire statements and for coorientational accuracy. Details of the data are presented more completely in the graphs and statistics displayed in Tables 3 through 10.

Need for regulation. The four items aimed at determining differences in verbalized attitudes toward the need for regulation produced a major split between the members of ACT and the advertising industry samples, with the government sample falling between these polar groupings.

Both the ACT and government samples feel strongly that children's advertising should be more regulated than at present, and that child audiences require special advertising regulation (see Tables 3a and 3b). All of the ACT respondents and over 90% of the government respondents say that television advertising should be more regulated, while three-fourths of the industry groups disagree. While far fewer industry respondents than ACT and government respondents recognize the special needs of the child viewing audience, a majority of advertisers and agency personnel agree with that statement.

There are major differences among the groups on the item specifically dealing with the need to regulate toy advertising techniques, with most ACT respondents agreeing and a majority of the two industry groups expressing disagreement. Opinions followed the same group ordering regarding the necessity for regulating use of disclaimers in children's commercials, but the range of differences was restricted (Table 3d). The various groups fall much closer to midpoint on the scale for this statement than the other statements.

Locus of regulation: Two-thirds of the industry groups think that the advertisers themselves should be responsible for regulation of children's advertising; most of the government and ACT samples disagree, with the majority of the ACT mothers falling in the "strongly disagree" category (Table 4a). Conversely, the ACT sample feels that the government should regulate advertising while the industry groups sharply disagree; half of the government group is in favor of such regulation and another third are undecided (Table 4b).

Almost all of the industry respondents agree that parents have the responsibility for controlling their children's TV viewing behavior, and a clear majority of the other groups also support this idea. However, about one-fifth of the government and ACT respondents disagree mildly (Table 4c). The ACT group strongly feels that the trade association guidelines in force at the time of the study had done little to improve the quality of advertising directed to children, and about three-fifths of the government respondents mildly agrees with this statement. On the other hand, the industry groups are in disagreement, with the advertiser respondents unanimously objecting to the statement (Table 4d).

Effects of commercials. A consistent pattern of findings again emerges on the issues involving the perceived impact of television advertising on child audiences, as the industry groups take one side and ACT reacts strongly in the opposite direction, with the government respondents giving answers similar to but less extreme than the ACT responses.

On the question of whether advertising contributes to the child's development of ability to make good consumer decisions, the two industry samples tend to feel that ads do serve this function and most of ACT disagrees strongly (Table 5a). The government group does not agree by a three-to-one margin. Almost all of those from ACT and the government agree that commercials often create unnecessary product desires among children; half of the advertisers and two-thirds of the agency personnel also agree, although almost half of the advertisers are in disagreement (Table 5b).

In terms of children's ability to understand the purpose of commercials, most of the industry people think that children do have an understanding. On the other hand, ACT clearly does not share this viewpoint, and the government sample also tends to disagree (Table 5c). Another sharp split occurs for the statement that commercials lead to conflict between parent and child: ACT says yes and the industry says no, with the majority of those from the government responding affirmatively (Table 5d).

Another possible effect of advertising is to arouse anxieties and insecurity in children. Only the ACT group thinks that this happens, while the largest number of government respondents are uncertain (Table 5e). The advertisers and agency employees disagree with the statement, although not strongly. The question of a link between pharmaceutical commercials and drug usage generates much uncertainty among the respondents. While slightly more than half of the ACT group perceive such a connection, two-fifths have no opinion (Table 5c). The government respondents are divided into those who see a linkage and those who are undecided. Most of the industry respondents, particularly advertisers, disagree that ads contribute to the drug usage problem.

Evaluation of advertisers and advertising. The attitudes of the ACT group toward advertising personnel and advertising practices are consistently negative and the industry views tend to be moderately positive, with the government group again falling in between. ACT members feel unanimously and strongly that there are too many commercials on children's television, and almost all of the government respondents agree (Table 6a). Those from the industry have a mixed reaction to this statement, with a slight tendency to agree.

Another item stated that children's commercials truthfully portray the product. All of the ACT sample disagree, as do most of the government group (Table 6b). The two industry groups express moderate agreement. On the question of allowing performers to sell products, general disagreement is obtained overall (Table 6c). The ACT group is clearly against the practice, and the government sample also tends to share that view; slightly more industry respondents oppose than support the practice.

Another gap occurs on the item stating that children's TV commercials are usually in good taste. The industry samples moderately agree, while the government sample moderately disagrees and the ACT group is in strong disagreement (Table 6d). The industry groups reject the idea that children's ads are purposely disguised to blend in with the programs, while most government respondents and almost all ACT respondents agree that this is true (Table 6e).

Three statements contain assertions about the motives of TV advertisers. The industry respondents clearly feel that advertisers make a sincere effort to be truthful; the ACT mothers almost unanimously disagree, and a majority of the government respondents disagree (Table 6f). Those from the industry also express agreement that advertisers are good people trying to do their best to satisfy the public; again the ACT group disagrees but the government sample is divided into three equal subgroups agreeing, disagreeing, and having no opinion on this statement (Table 6g). On a reverse-worded item, the pattern reverses itself: the ACT members almostly all feel that advertisers aren't concerned about children, and most of the government sample agrees (Table 6h). On the other hand, two-thirds of the agency personnel and four-fifths of the advertisers disagree with the negative statement.

Finally, one item stated that the quality of children's TV would improve if there was no control by advertisers. The industry people express fairly strong disagreement, while ACT respondents strongly agree and government respondents moderately agree (Table 6i).

Products allowed on TV. At the time of the study, vitamin companies had voluntarily withdrawn advertising from children's programs; one statement proposed that there is nothing wrong with advertising vitamin tablets to children. All of the ACT group is against the practice, along with most of the government group (Table 7a). The responses of those from the industry are mixed, with a mild tendency to support the practice.

Proposals for the future. Five ideas for changes in children's advertising programming practices were proposed in the questionnaire. Advertisers mostly feel that "bunching" of commercials will reduce their impact, and the majority of agency personnel also agree (Table 8a). Many of the ACT and government respondents are uncertain, and the others slightly lean toward agreement regarding

reduced effectiveness. The proposed use of simulcasting to improve the quality of children's TV meets with much uncertainty, although a majority of the industry respondents feel that simultaneous program broadcasting will not help (Table 8b).

The proposal to have advertisers finance a center to produce quality children's programs is not supported by most advertisers or agency personnel (Table 8c). A majority of the ACT mothers agree with the idea, but many have no opinion. Agreement is expressed by one-third of the government respondents, while half are not decided.

The proposal to totally ban advertising on children's programs is met by very strong disagreement among the industry samples and very strong agreement in the ACT sample (Table 8d). The government group is evenly divided between those who agree, disagree, and have no opinion. This item generates the greatest level of polarization between the ACT and industry groups, with the government group midway in between the opposing camps. Most of the industry respondents also oppose the proposal to precede commercials with a warning notice while most of the ACT members support the plan, but their feelings are not so strongly stated (Table 8e). Although many government respondents are undecided, almost half agree with the proposal.

Coorientational accuracy. In this set of analyses, the actual ACT group's mean position on nine statements was compared to estimates of the ACT position by the agency, advertiser and government samples. Then the advertising agency group's position on these statements was compared with estimates by the ACT and government groups.

The perceptions of the ACT viewpoint are quite accurate, generally within a half-point on the five-point scale (Table 9a through 9i). The main exception is on the question of the government regulating children's advertising; all three groups think that the ACT position is more extremely in favor than it actually is. There is a general tendency for the government respondents to underestimate the ACT position, while the industry groups are quite accurate.

Perceptions of the agency position are less accurate, particularly regarding their opinions about advertisers regulating themselves, acceptability of advertising vitamins, necessity of special regulation for child audiences, and advertiser's concern about children (Table 10a through 10i). In each case, the government and ACT groups perceive the advertising agency personnel to be more extreme than they actually are. In most instances, the ACT group is more inaccurate than the government group, tending to overestimate the agency viewpoint.

The estimators were also asked to report how much they had communicated about the target groups, i.e., "How much have you heard or read about ACT?" Those who indicated "quite a bit" were compared with those who knew "some" or nothing at all." In 58% of the cases, the group most exposed to messages about the target group are most accurate in their estimates. The mean deviation of the estimates of the knowledgeable respondents from actual positions is slightly less than for respondents without knowledge.

DISCUSSION

A consistent pattern of responses was obtained across the 29 attitude statements by the four respondent groups: the Action for Children's Television sample took a strong position on one side of the issues while the advertiser and advertising agency samples took a moderately strong position on the opposite side. In most cases, the government sample fell in between, generally closer to the attitude expressed by the ACT mothers.

On 23 of the 29 statements, the average response of ACT and the industry was on opposing sides of the midpoint on the attitude scale. In 20 of these cases, the government position was closer to the ACT viewpoint than the industry viewpoint. In four of the six cases where the mean response of ACT and the industry was on the same side of the scale, the government position was still closer to ACT. In only one instance was the government attitude clearly nearer to the industry view than the ACT view.

The attitudes of the ACT group were highly polarized. On the average, their position was 1.3 points above or below the middle of the scale which ranged from 1 to 5. On just two statements (bunching and simulcasts) were the ACT responses within a half-point of the middle of the scale. The industry attitudes were less strongly stated, averaging .8 points above or below the midpoint of the scale. Their most extreme positions were expressed on regulatory issues: they disagreed with a total ban of advertising and with government regulation, and felt that parents should regulate and that the trade association guidelines were effective. The government positions were most moderate, with an average deviation of .6 points from the scale midpoint. These respondents almost always fell between the polar positions of the industry and ACT groups, nearer to the middle of the scale than were the others.

There were a number of issues on which the ACT and industry groups were far apart: that advertising should be more regulated; that new regulations should restrict toy selling techniques; that trade association guidelines are ineffective; that advertising helps develop children's consumer ability; that most children understand the purpose of commercials; that commercials increase parent-child conflict; that commercials arouse anxieties; that commercials are in good taste; that advertisers try to be truthful; that advertisers provide what the public wants; that advertisers are concerned about children; that the quality of children's TV would be better without advertising control; that vitamins should be advertised; that all ads should be banned; and that ads should be preceded by a warning. On each of these items, there was more than two points separating the groups, which constitutes more than half of the range of the scale.

The other basic set of findings dealt with the perceptions that each group had of the attitudes of other groups. The advertisers, agency personnel and government officials tended to be highly accurate in estimating how the ACT group thinks on the nine items studied. Apparently ACT has publicized its basic philosophy effectively, and the other three groups have accurately learned where ACT stands on key issues. On the other hand, estimates of the advertising agency positions were less accurate; the government and ACT groups

tended to perceive agency personnel as more extreme in their views than was actually the case. In particular, ACT mothers thought the agency viewpoints were more polarized against the consumerist positions than they really were.

Those who had been most extensively exposed to messages about the views of other groups were mildly more accurate in their estimates, indicating that greater communication may be effective in promoting understanding of how others feel. However, it is doubtful that greater agreement can be achieved through communication.

Several important qualifications must be noted regarding the government sample. First, the sampling frame was limited to those congressmen who were interested in consumer issues and those in agencies responsible for regulating television and advertising. Thus, the population was probably oriented toward liberal, protective positions on the issues of advertising and children. Furthermore, the response rate for this group was low: although two-thirds replied to the survey, only half of these actually filled out a questionnaire. This makes the representativeness of the sample doubtful, and government responses should be evaluated cautiously. In addition, the response rate for the advertiser sample was slightly less than one-half, limiting inferences for this group.

FOOTNOTES

[1]See Barcus, Saturday Children's Television.

[2]See Pearce, The Economics of Network Children's Television Programming, pp. 8-10.

[3]BAR provided the author with program logs for the second Saturday in each month for the six-month period from September 1972 to February 1973.

[4]Standard Directory of Advertising Agencies: The Agency Red Book (Skokie, Ill.: National Register Publishing Co., October 1972).

[5]Standard Directory of Advertisers: Classified Edition (Skokie, Ill.: National Register Publishing Co., April 1972).

[6]See Charles E. Osgood, George J. Suci, and Percy E. Tannenbaum, The Measurement of Meaning (Urbana, Ill.: University of Illinois Press, 1957).

[7]Although several of the questionnaires were returned with the notation "retired" or "no longer with company" on the envelope, the media, advertiser, and agency account changes listed in Advertising Age indicate that the turnover problem is probably larger than the returned envelopes indicate.

TABLE 1

COMPOSITION OF THE INDUSTRY SAMPLES

ADVERTISER SAMPLE

Number of Company Executives Surveyed by Title

25	Corporate chairman and presidents
14	Group vice presidents, executive vice presidents, and senior vice presidents
18	Corporate staff vice presidents, managers, and directors
9	Division presidents
5	Division marketing vice presidents, managers, and directors
3	Division advertising vice presidents, managers, and directors
1	Other
75	

Number of Companies Surveyed by Principal Product

1	Beverages
3	Candy
4	Cereals
7	Food (other than beverages, candy and cereals)
8	Toys
4	Vitamins
27	

AGENCY SAMPLE

Number of Agency Executives Surveyed by Title

24	Presidents
22	Senior or executive vice presidents
41	Vice presidents, management supervisors, and account supervisors
10	Account executives
10	Other
107	

TABLE 2

QUESTIONNAIRE RETURN RESULTS

	First Mailing	Second Mailing	Total (percent of sample)
Industry Sample			
Agency Sample			
Number in mailing	107	48	
Completed survey	56	15	71 (66.4%)
Returned by post office	1	--	
Refused to participate	2	--	
No answer	48	33	
Advertiser Sample			
Number in mailing	75	33	
Completed survey	23	11	34 (45.3%)
Returned by post office	5	--	
Refused to participate	14	1	
No answer	33	21	
ACT Sample			
Number in mailing	59	16	
Completed survey	43	7	50 (84.7%)
Returned by post office	--	--	
Refused to participate	--	--	
No answer	16	9	
Government Sample			
Number in mailing	64	44	
Completed survey	11	11	22 (34.4%)
Returned by post office	--	--	
Refused to participate	9	13	
No answer	44	20	
Network Sample			
Number in mailing	13	10	
Completed survey	2	1	3 (23.1%)
Returned by post office	--	--	
Refused to participate	1	--	
No answer	10	9	

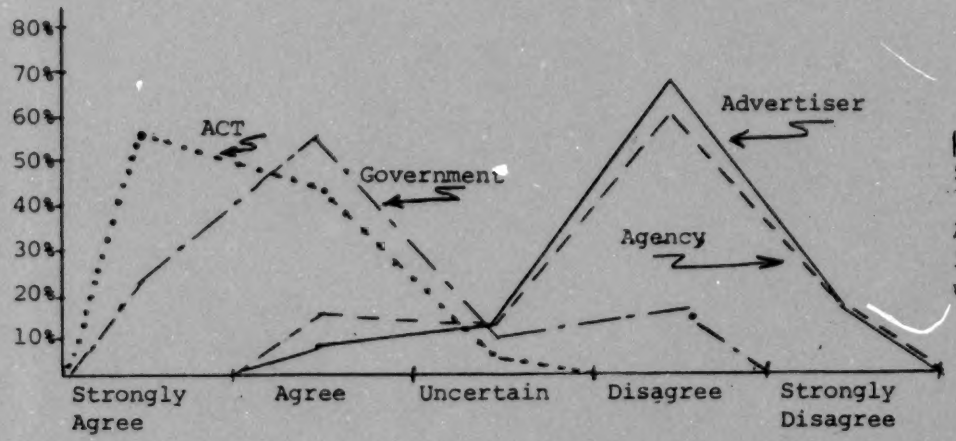
Table 3

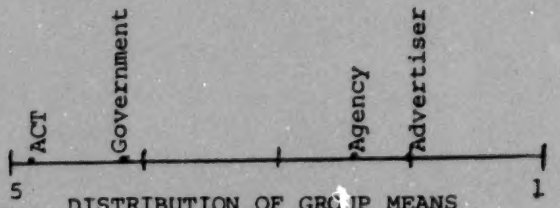
THE NEED FOR INCREASED REGULATION OF CHILDREN'S TELEVISION COMMERCIALS

Questionnaire item:		Advertiser sample	Agency sample	ACT sample	Government sample
(a) Television advertising to children should be more regulated than it already is.					
	Agree	9%	23%	100%	91%
	No opinion	6	11	0	0
	Disagree	85	66	0	9
(b) Children's television advertising requires special regulation because of the nature of the viewing audience.					
	Agree	56%	62%	98%	86%
	No opinion	12	7	2	5
	Disagree	32	31	0	9
(c) New regulations should restrict the techniques used in advertising toys.					
	Agree	22%	36%	93%	64%
	No opinion	25	9	7	32
	Disagree	53	55	0	4
(d) Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.					
	Agree	25%	35%	66%	50%
	No opinion	22	15	18	27
	Disagree	53	50	16	23

TABLE 3a

Statement Number 1-1: Television advertising to children should be more regulated than it already is.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

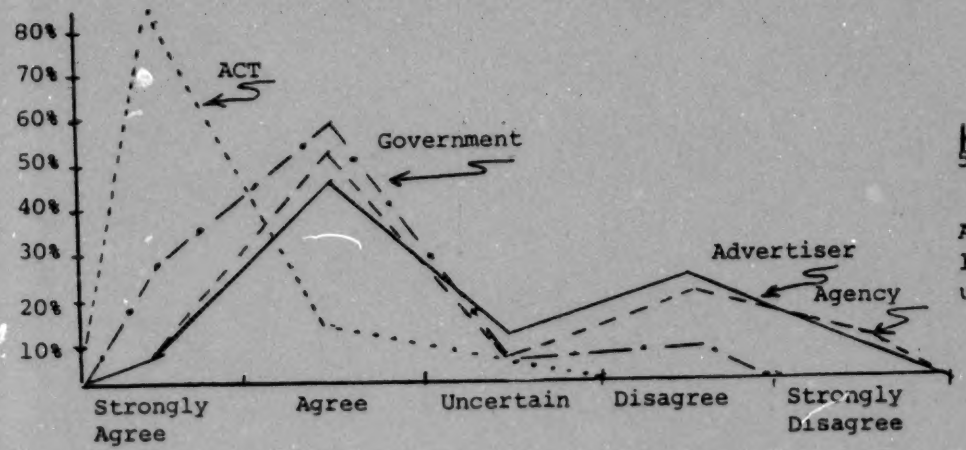
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

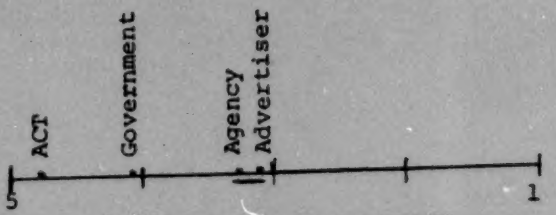
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	2.40	1.15
Advertiser	.08	---		34	2.00	.92
ACT	.00	.00	---	42	4.90	.30
Government	.00	.00	.00	41	4.24	.89

00022

TABLE 3b

Statement Number 1-15: Children's television advertising requires special regulation because of the nature of the viewing audience.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

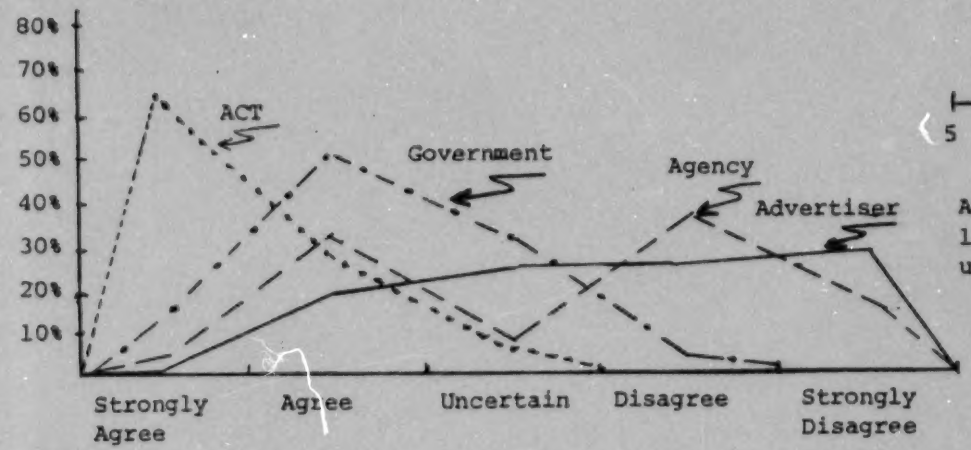
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

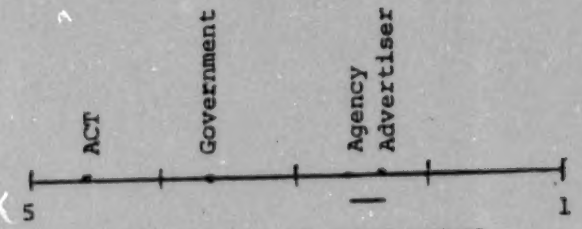
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	3.27	1.22
Advertiser	.89	---		3[illegible]	3.24	1.18
ACT	.00	.00	---	42	4.81	.46
Government	.01	.01	.00	21	4.05	.87

99023

TABLE 3c

Statement Number 1-20: New regulations should restrict the techniques used in advertising toys.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

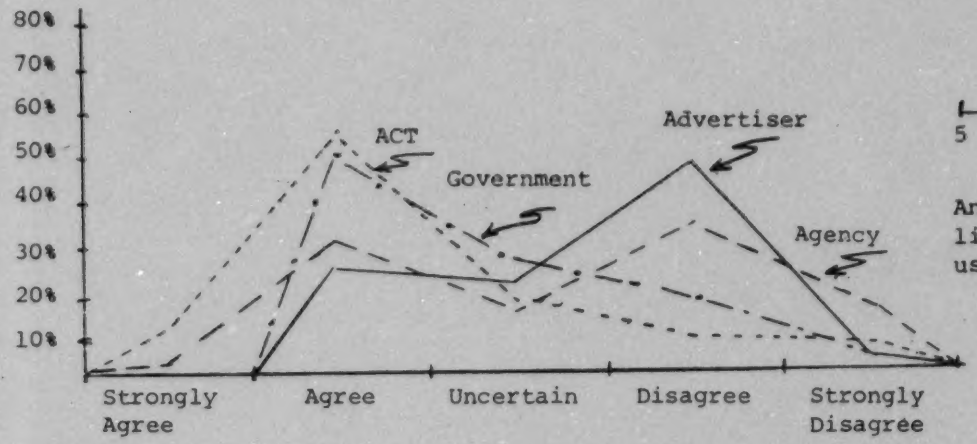
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

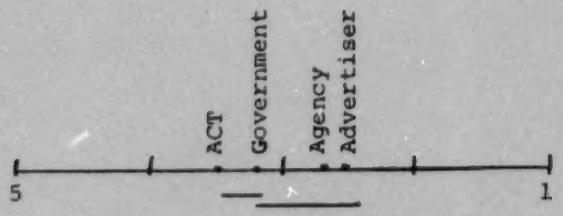
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			66	2.68	1.23
Advertiser	.35	---		32	2.44	1.19
ACT	.00	.00	---	41	4.56	.63
Government	.00	.00	.00	21	3.76	.77

00024

TABLE 3d

Statement Number 1-21: Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.





DISTRIBUTION OF GROUP MEANS
Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	2.74	1.19
Advertiser	.74	---		32	2.66	.94
ACT	.00	.00	---	42	3.52	1.07
Government	.08	.03	.30	21	3.24	.94

00023

Table 4

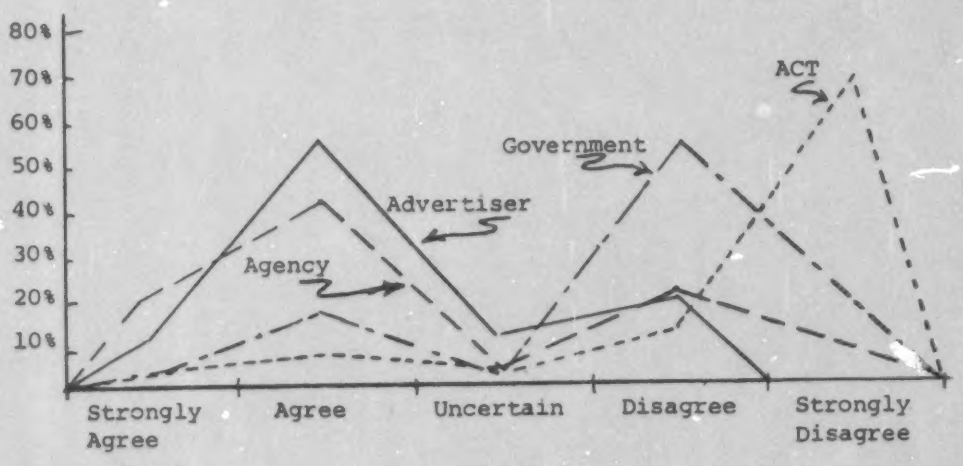
WHOSE JOB IT SHOULD BE TO REGULATE TELEVISION ADVERTISING DIRECTED AT CHILDREN

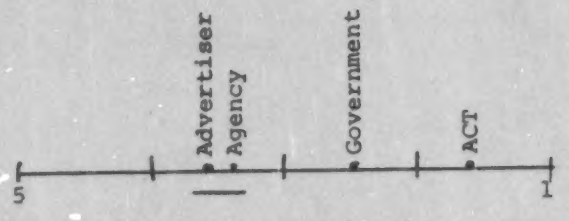
Questionnaire item:		Advertiser sample	Agency sample	ACT sample	Government sample
(a) Commercials to children should be regulated by advertisers themselves.					
	Agree	68%	63%	14%	23%
	No opinion	12	6	4	4
	Disagree	20	31	82	73
(b) Commercials to children should be regulated by the government.					
	Agree	12%	12%	70%	50%
	No opinion	3	4	12	32
	Disagree	85	84	18	18
(c) It is up to the child's parents to regulate children's television viewing behavior.					
	Agree	100%	97%	81%	67%
	No opinion	0	3	0	9
	Disagree	0	0	19	24
(d) The trade association guidelines in use today have done little to improve the quality of children's television advertising.					
	Agree	0%	16%	98%	64%
	No opinion	0	11	2	22
	Disagree	100	73	0	14

00026

TABLE 4a

Statement Number 1-4: Commercials to children should be regulated by advertisers themselves.





DISTRIBUTION OF GROUP MEANS

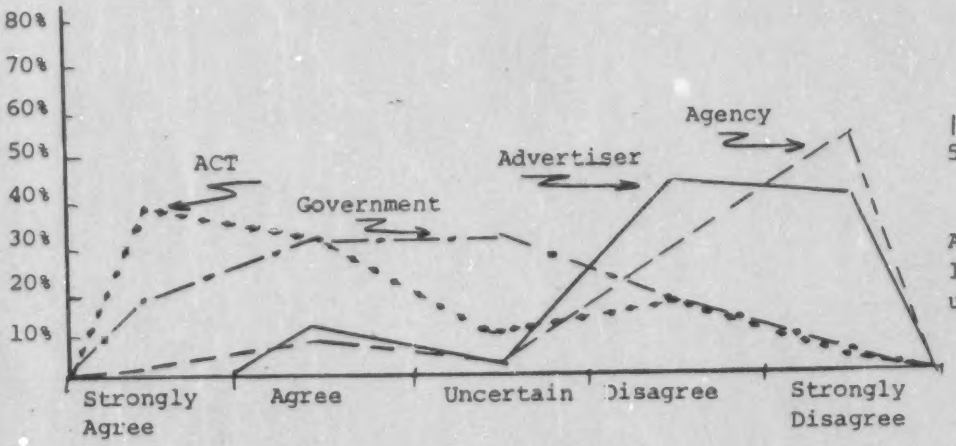
Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

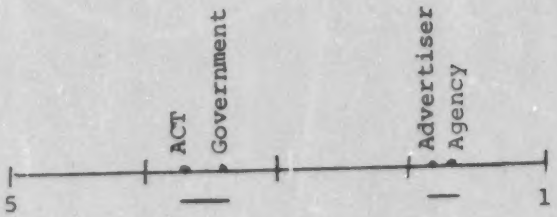
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	3.44	1.29
Advertiser	.56	---		34	3.59	.96
ACT	.00	.00	---	42	1.71	1.22
Government	.00	.00	.03	21	2.43	1.12

TABLE 4b

Statement Number 1-18: Commercials to children should be regulated by the government.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

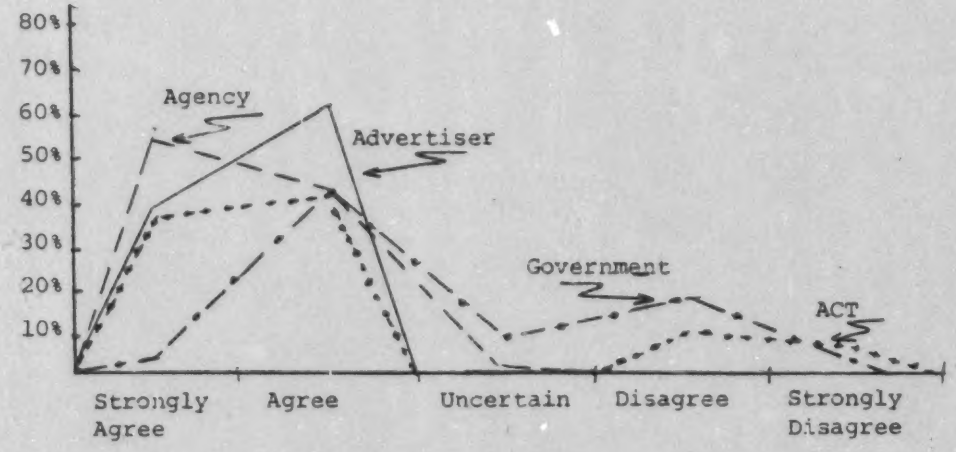
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

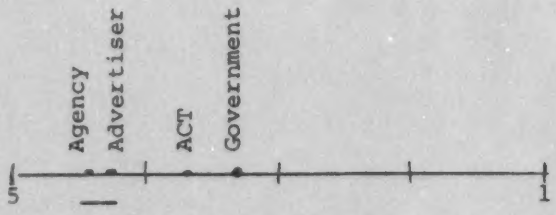
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	1.76	1.07
Advertiser	.66	---		34	1.85	.96
ACT	.00	.00	---	42	3.88	1.19
Government	.00	.00	.20	21	3.48	1.12

820028

TABLE 4c

Statement Number 1-28: It is up to the parents to regulate children's television viewing behavior.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

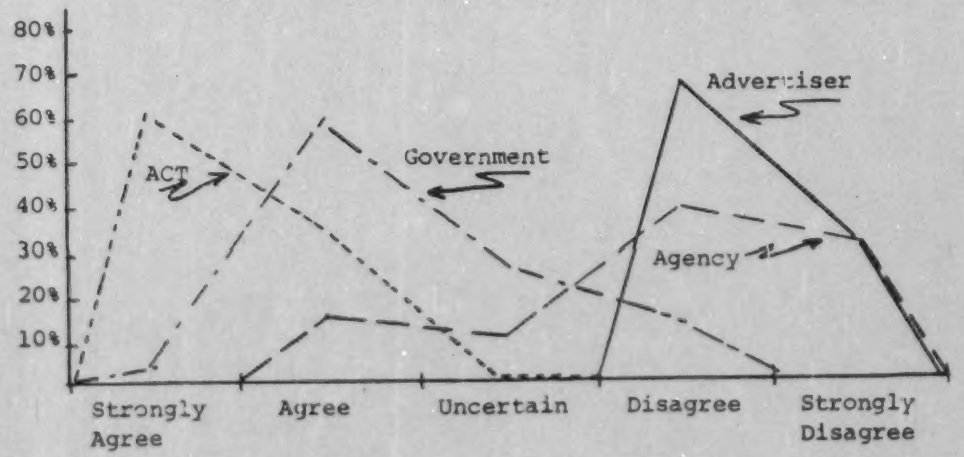
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

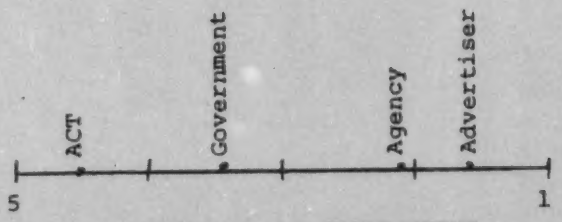
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	4.51	.56
Advertiser	.24	---		34	4.38	.49
ACT	.00	.03	---	41	3.88	1.23
Government	.00	.00	.14	20	3.40	1.05

62906

TABLE 4d

Statement Number 1-16: The trade association guidelines in use today have done little to improve the quality of children's television advertising.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	2.10	1.04
Advertiser	.03	---		34	1.68	.48
ACT	.00	.00	---	42	4.57	.55
Government	.00	.00	.00	21	3.52	.81

00030

Table 5

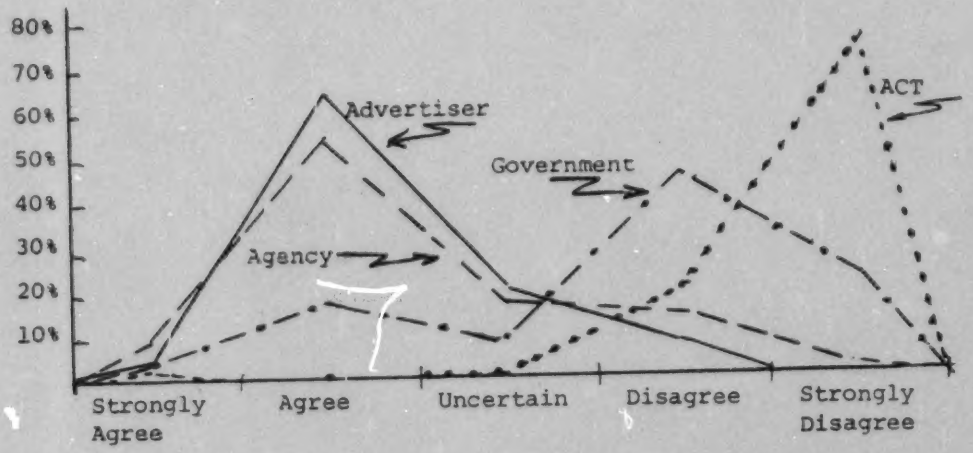
HARMFUL AND BENEFICIAL EFFECTS OF TELEVISION COMMERCIALS ON CHILDREN

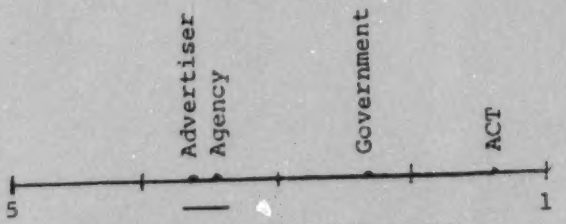
Questionnaire item:		Advertiser sample	Agency sample	ACT sample	Government sample
(a) Advertising helps develop a child's ability to make good consumer decisions.					
	Agree	71%	65%	2%	23%
	No opinion	20	18	2	9
	Disagree	9	17	96	68
(b) Commercials often persuade children to want things they don't really need.					
	Agree	50%	66%	100%	95%
	No opinion	3	7	0	0
	Disagree	47	27	0	5
(c) Most children understand what commercials on children's shows are trying to do.					
	Agree	88%	81%	7%	5%
	No opinion	3	13	2	24
	Disagree	9	6	91	71
(d) Television commercials lead to an increase in parent-child conflict.					
	Agree	3%	7%	93%	64%
	No opinion	6	22	5	27
	Disagree	91	71	2	9
(e) Television commercials often arouse anxieties and feelings of insecurity in children.					
	Agree	3%	3%	75%	41%
	No opinion	3	18	23	55
	Disagree	94	79	2	4
(f) There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.					
	Agree	3%	13%	57%	50%
	No opinion	18	26	39	41
	Disagree	79	61	4	9

09631

TABLE 5a

Statement Number 1-2: Advertising helps develop a child's ability to make good consumer decisions.





DISTRIBUTION OF GROUP MEANS

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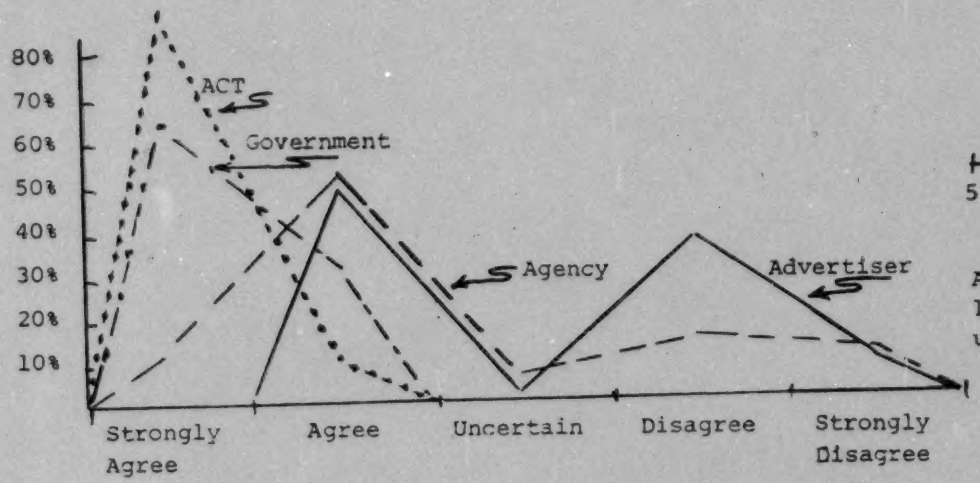
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

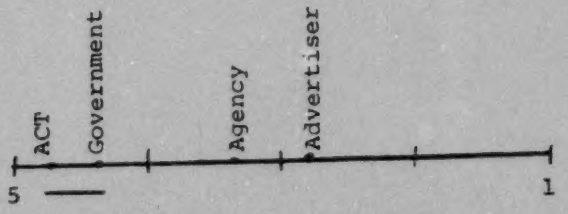
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	3.54	.97
Advertiser	.48	---		34	3.68	.73
ACT	.00	.00	---	42	1.36	.76
Government	.00	.00	.00	21	2.33	1.20

00032

TABLE 5b

Statement Number 1-7: Commercials often persuade children to want things they do not really need.





DISTRIBUTION OF GROUP MEANS

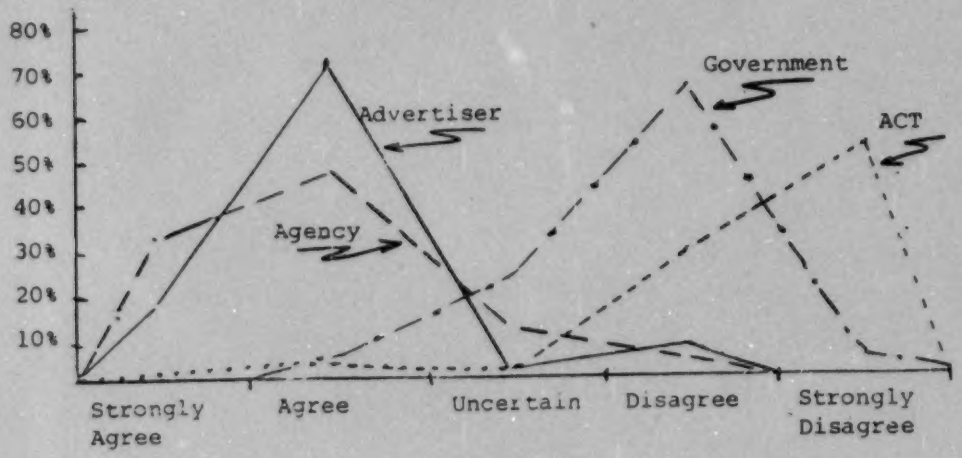
Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

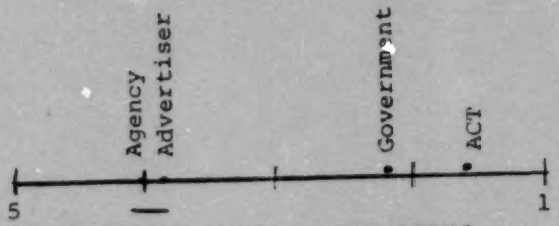
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	3.41	1.24
Advertiser	.07	---		30	2.93	1.14
ACT	.00	.00	---	42	4.88	.33
Government	.00	.00	.00	21	4.52	.75

TABLE 5c

Statement Number 1-13: Most children understand what commercials on children's shows are trying to do.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

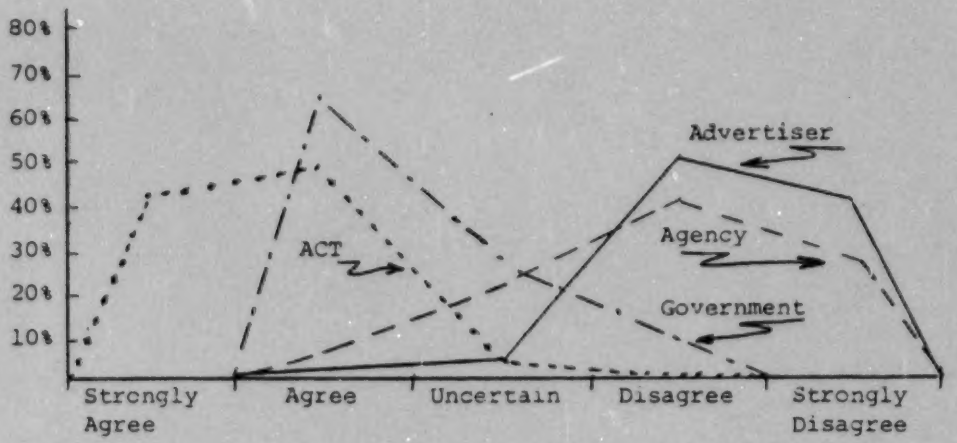
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

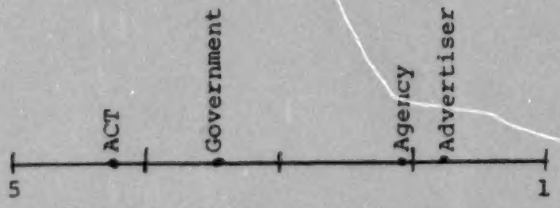
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	4.09	.84
Advertiser	.50	---		34	3.97	.76
ACT	.00	.00	---	42	1.67	.93
Government	.00	.00	.01	20	2.30	.66

00034

TABLE 5d

Statement Number 1-23: Television commercials lead to an increase in parent-child conflict.





DISTRIBUTION OF GROUP MEANS

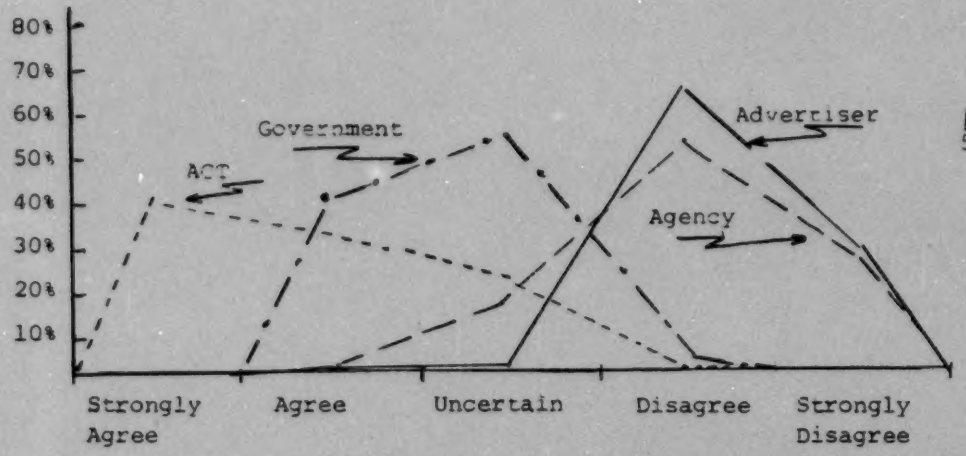
Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

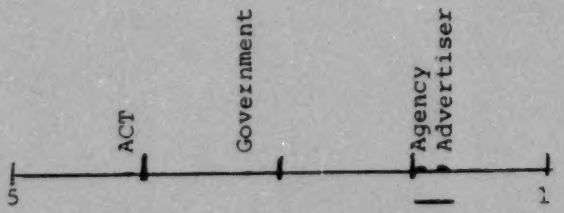
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	2.07	.90
Advertiser	.04	---		34	1.71	.72
ACT	.00	.00	---	42	4.33	.69
Government	.00	.00	.00	21	3.52	.68

TABLE 5e

Statement Number 1-25: Television commercials often arouse anxieties and feelings of insecurity in children.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

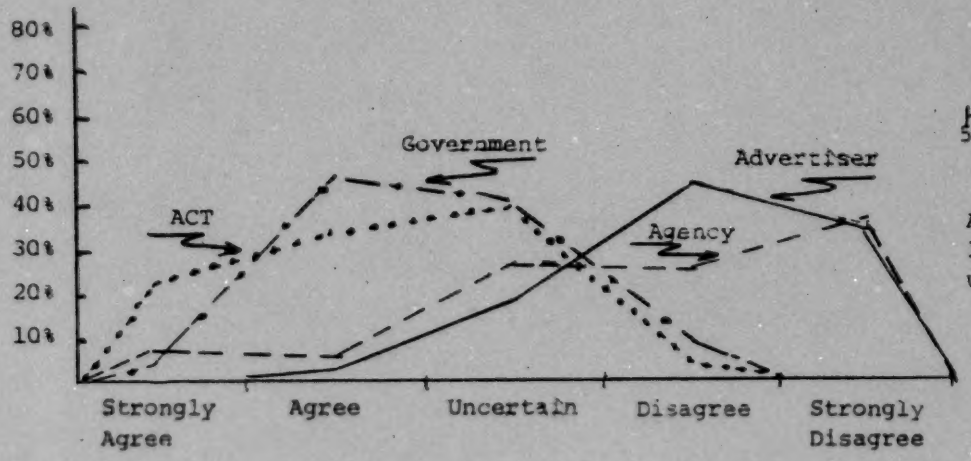
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

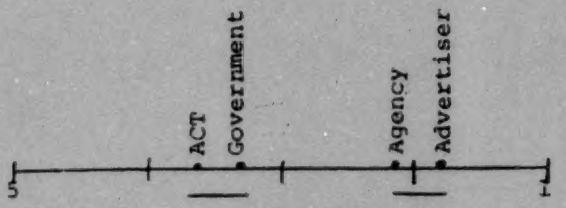
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	1.97	.75
Advertiser	.24	---		34	1.79	.64
ACT	.00	.00	---	42	4.14	.84
Government	.00	.00	.00	21	3.33	.58

00036

TABLE 5f

Statement Number 1-29: There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	2.23	1.21
Advertiser	.13	---		34	1.88	.81
ACT	.00	.00	---	42	3.74	.86
Government	.00	.00	.24	21	3.48	.75

Table 6

EVALUATION OF TV ADVERTISERS AND CURRENT ADVERTISING PRACTICES

Questionnaire item:		Advertiser sample	Agency sample	ACT sample	Government sample
(a) There are too many commercials on shows children watch.					
	Agree	50%	50%	100%	96%
	No opinion	9	6	0	4
	Disagree	41	44	0	0
(b) Most children's television commercials present a true picture of the product advertised.					
	Agree	76%	67%	0%	9%
	No opinion	15	19	0	9
	Disagree	9	14	100	82
(c) Performers should be allowed to sell products on children's television shows.					
	Agree	41%	41%	2%	0%
	No opinion	9	11	0	19
	Disagree	50	48	98	81
(d) Television commercials aimed at children are usually in good taste.					
	Agree	79%	74%	0%	14%
	No opinion	12	12	2	9
	Disagree	9	14	98	77
(e) Commercials on children's television are often purposely disguised to blend in with the programs.					
	Agree	21%	26%	91%	68%
	No opinion	6	6	5	27
	Disagree	73	68	4	5

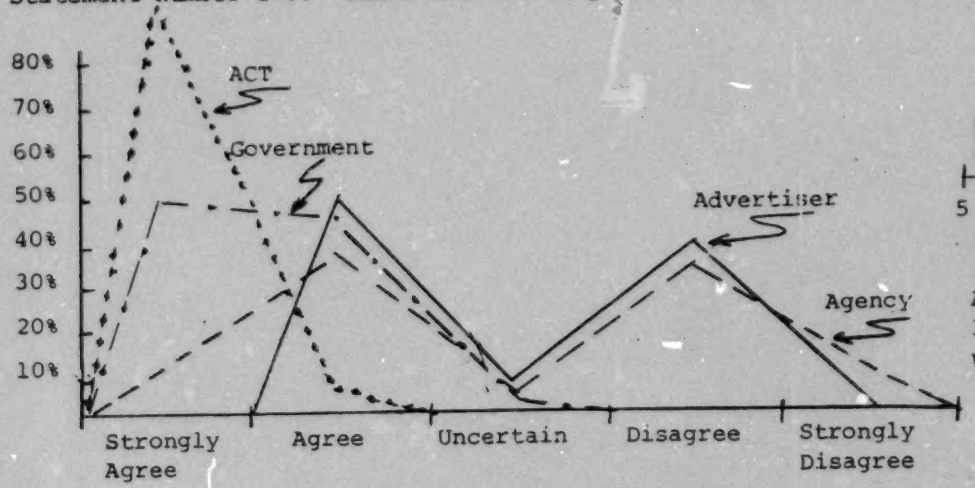
Table 6 (continued)

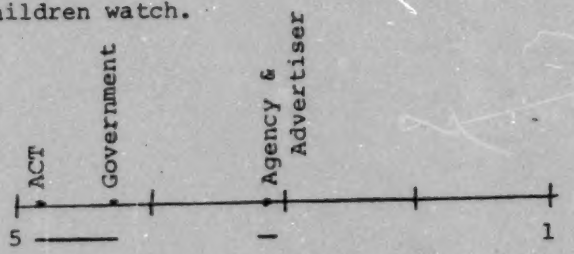
Questionnaire item:		Advertiser sample	Agency sample	ACT sample	Government sample
(f) Most advertisers on children's television make a sincere effort to present their products truthfully.					
	Agree	94%	84%	0%	14%
	No opinion	6	10	4	27
	Disagree	0	6	96	59
(g) Most advertisers are good people trying their best to provide what the public wants.					
	Agree	88%	78%	2%	32%
	No opinion	12	15	7	32
	Disagree	0	7	91	36
(h) Most advertisers on children's television aren't really concerned about kids, they just want to sell their products.					
	Agree	3%	25%	98%	77%
	No opinion	15	7	0	5
	Disagree	82	68	2	18
(i) The quality of children's television would be better if it weren't controlled by advertising dollars.					
	Agree	0%	17%	86%	73%
	No opinion	3	4	12	18
	Disagree	97	79	2	9

19839

TABLE 6a

Statement Number 1-6: There are too many commercials on shows children watch.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

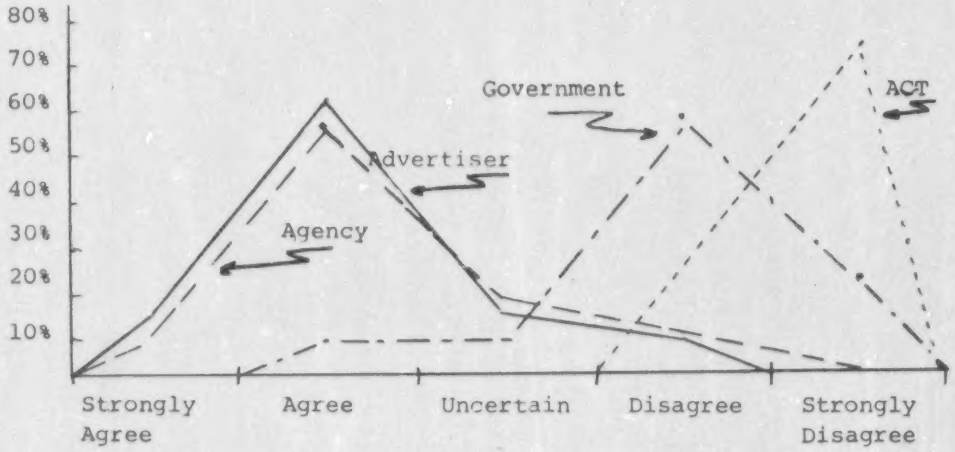
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

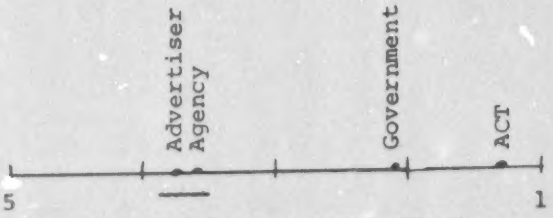
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	3.07	1.27
Advertiser	.97	---		32	3.06	1.01
ACT	.00	.00	---	42	4.93	.26
Government	.00	.00	.00	21	4.[illegible]	.60

000140

TABLE 6b

Statement Number 1-8: Most children's television commercials present a true picture of the product advertised.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

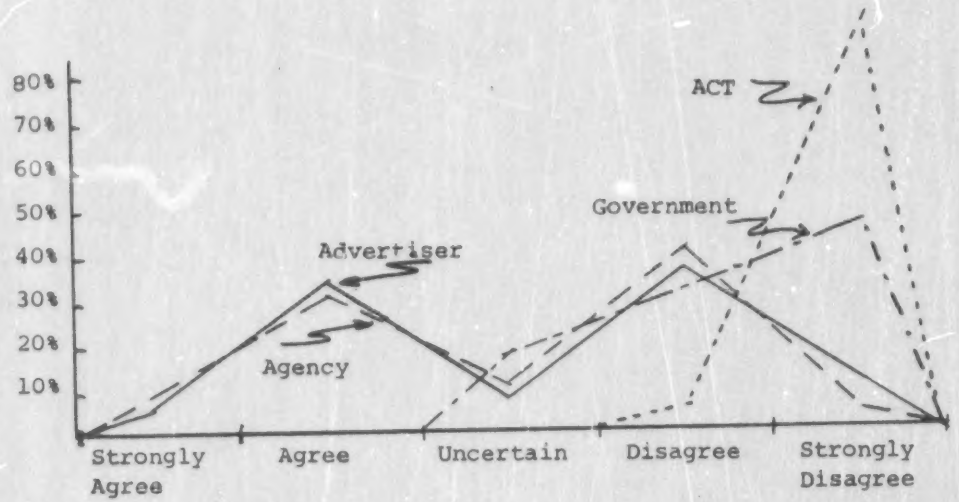
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

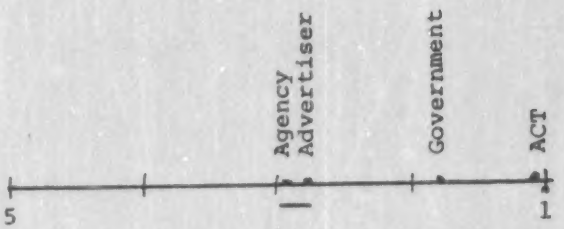
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	3.60	.92
Advertiser	.23	---		34	3.82	.80
ACT	.00	.00	---	42	1.26	.45
Government	.00	.00	.00	21	2.05	.87

00041

TABLE 6c

Statement Number 1-10: Performers should be allowed to sell products on children's television shows.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

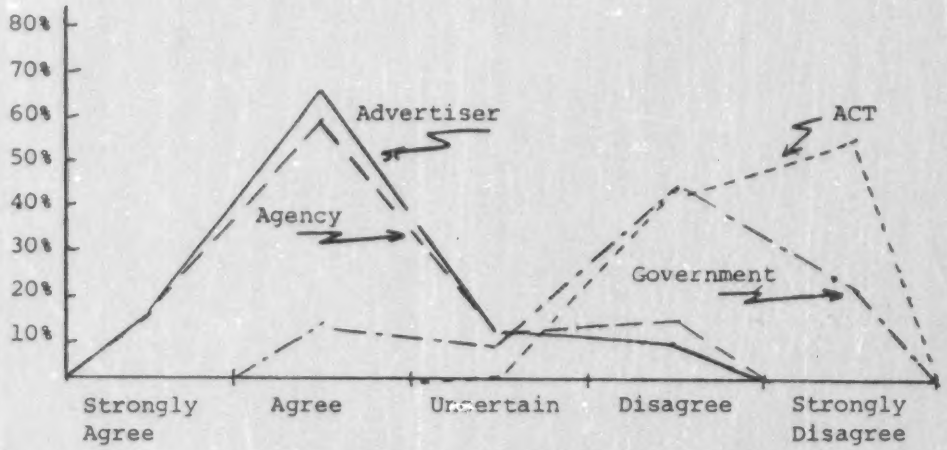
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

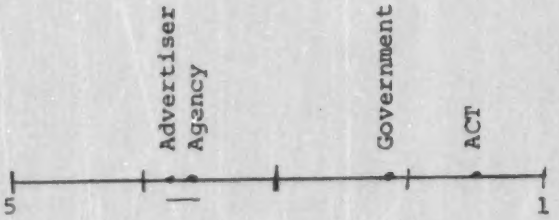
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	2.95	1.16
Advertiser	.68	---		34	2.85	1.21
ACT	.00	.00	---	42	1.17	.66
Government	.00	.00	.01	20	1.70	.80

00042

TABLE 6d

Statement Number 1-11: Television commercials aimed at children are usually in good taste.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

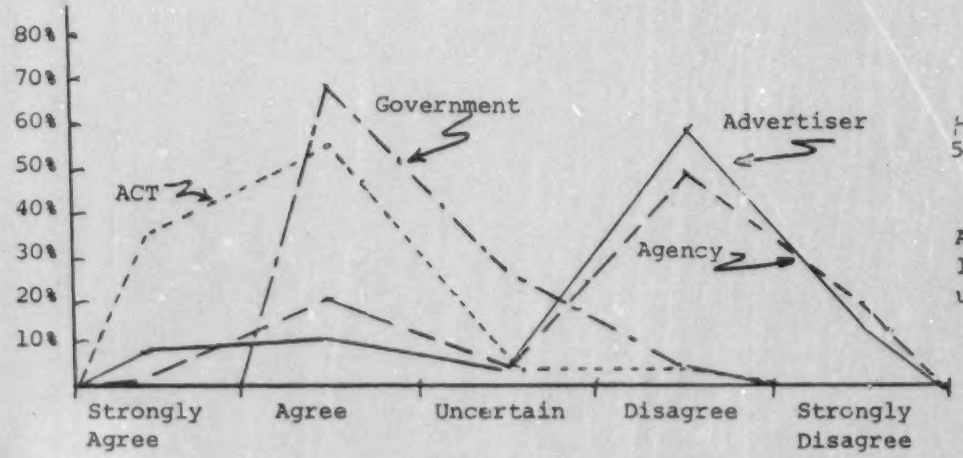
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

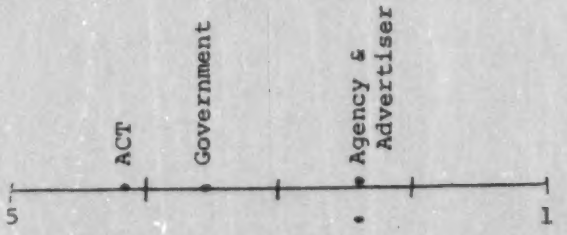
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	3.74	.89
Advertiser	.53	---		[illegible]	3.85	.78
ACT	.00	.00	---	42	1.50	.55
Government	.00	.00	.00	21	2.14	.96

00043

TABLE 6e

Statement Number 1-12: Commercials on children's television programs are often purposely disguised to blend in with the programs.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

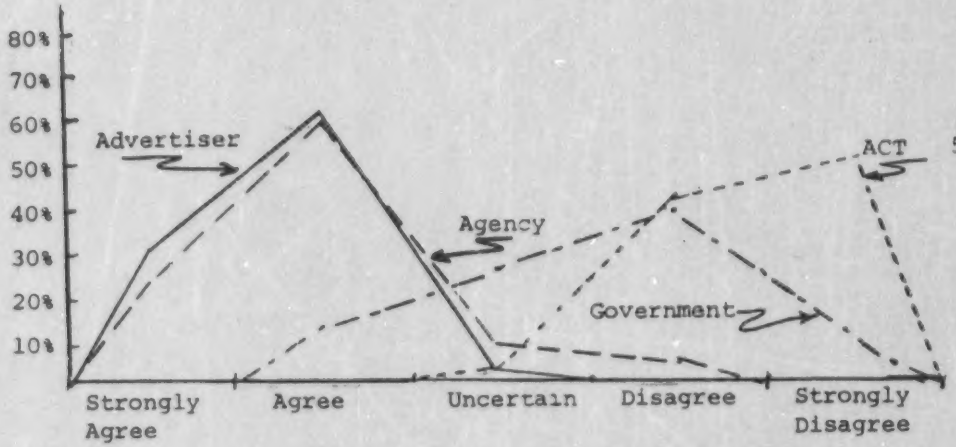
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

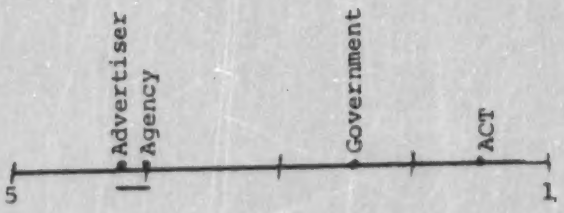
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	2.41	1.16
Advertiser	.99	---		34	2.41	1.16
ACT	.00	.00	---	42	4.21	.75
Government	.00	.00	.01	21	3.67	.58

00044

TABLE 6f

Statement Number 1-19: Most advertisers on children's television make a sincere effort to present their product truthfully.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

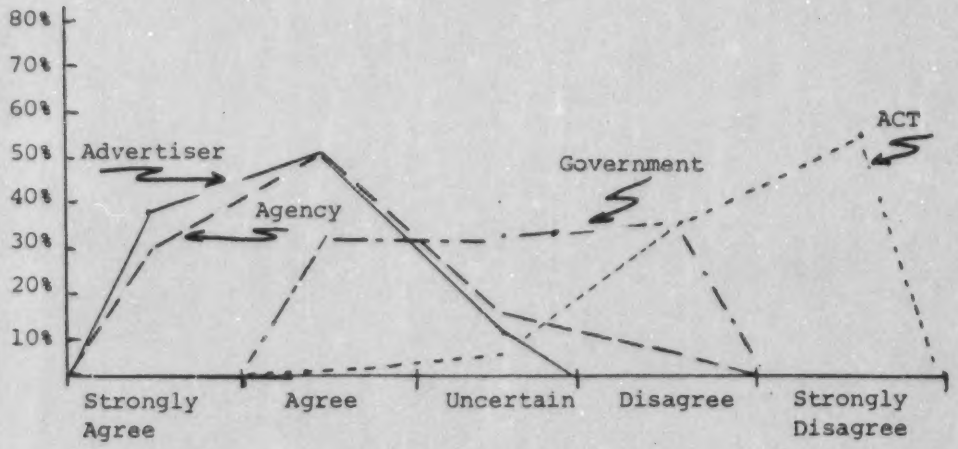
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

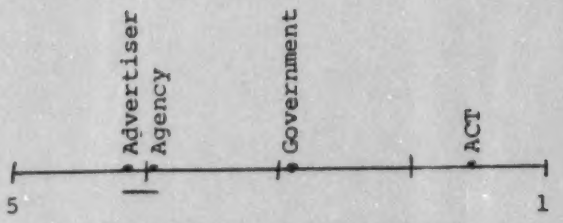
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	4.03	.76
Advertiser	.11	---		34	4.26	.57
ACT	.00	.00	---	42	1.52	.59
Government	.00	.00	.00	21	2.43	.87

00043

TABLE 6g

Statement Number 1-26: Most advertisers are good people trying their best to provide what the public wants.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

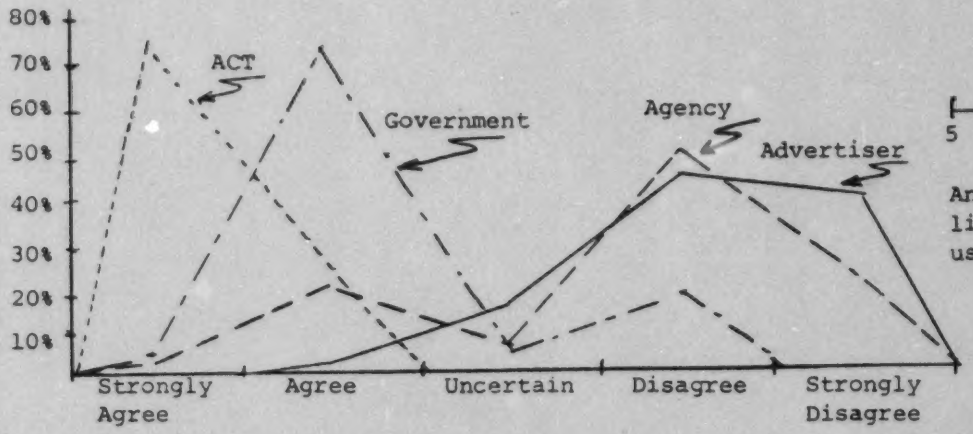
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

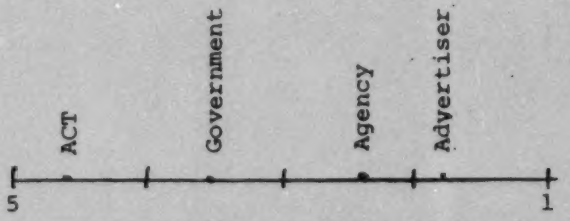
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	3.99	.86
Advertiser	.10	---		34	4.26	.67
ACT	.00	.00	---	42	1.60	.73
Government	.00	.00	.00	21	2.95	.87

9768

TABLE 6h

Statement Number 1-27: Most advertisers on children's television are not really concerned about kids; they just want to sell their products.





DISTRIBUTION OF GROUP MEANS
Any two means underscored by the same line are not significantly different using a .95 confidence interval.
(Duncan Multiple Range Test)

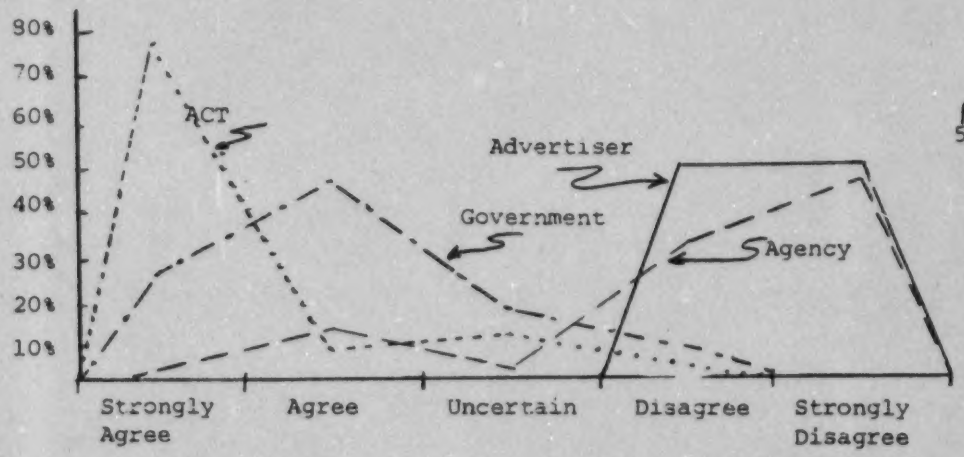
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

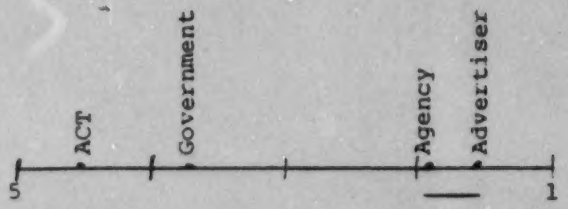
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	2.41	1.16
Advertiser	.01	---		34	1.82	.80
ACT	.00	.00	---	42	4.67	.72
Government	.00	.00	.00	21	3.62	.87

00047

TABLE 61

Statement Number 1-3: The quality of children's television would be better if it were not controlled by advertising dollars.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	1.97	1.20
Advertiser	.08	---		33	1.58	.66
ACT	.00	.00	---	42	4.60	.80
Government	.00	.00	.00	21	3.86	.91

c0048

Table 7

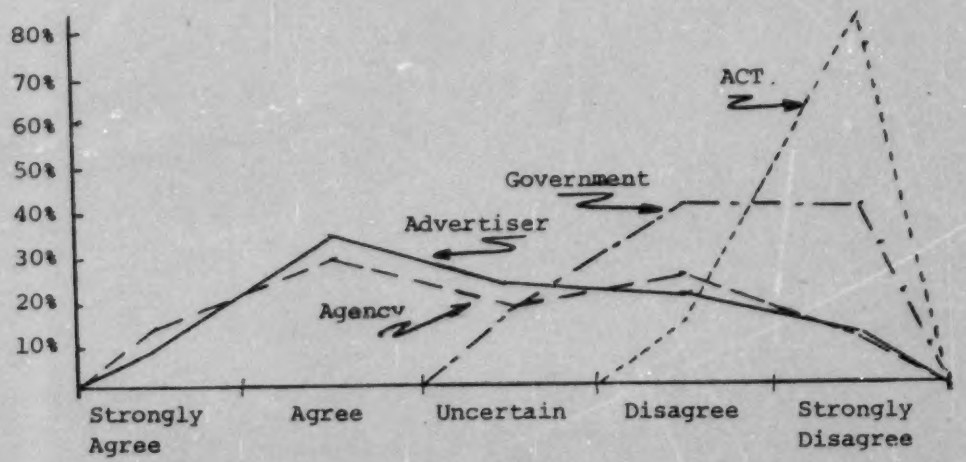
THE TYPES OF PRODUCTS THAT SHOULD BE ADVERTISED ON CHILDREN'S TELEVISION

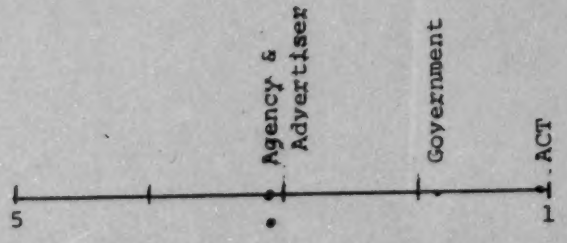
Questionnaire item:	Advertiser sample	Agency sample	ACT sample	Government sample
(a) There is nothing wrong with advertising vitamin tablets on children's television programs.				
Agree	44%	44%	0%	0%
No opinion	24	19	0	18
Disagree	32	37	100	82

00049

TABLE 7a

Statement Number 1-5: There is nothing wrong with advertising vitamin tablets on children's television programs.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	3.10	1.26
Advertiser	.96	---		34	3.09	1.19
ACT	.00	.00	---	42	1.17	.38
Government	.00	.00	.00	21	1.81	.75

000530

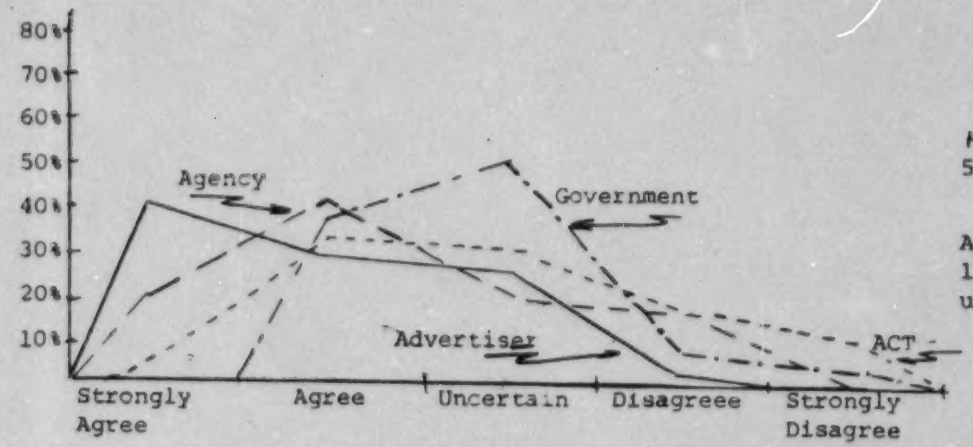
Table 8

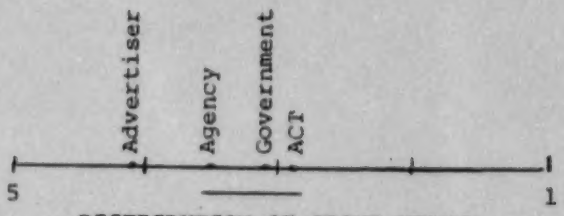
MAJOR PROPOSALS FOR FUTURE CHANGES IN CHILDREN'S ADVERTISING AND PROGRAMMING

Questionnaire item:		Advertiser sample	Agency sample	ACT sample	Government sample
(a) "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.					
	Agree	71%	61%	39%	36%
	No opinion	26	20	32	50
	Disagree	3	19	29	14
(b) Simulcasts (permitting two or more networks to run the same program at the same time) would help improve the quality of children's television.					
	Agree	9%	12%	14%	9%
	No opinion	20	37	65	68
	Disagree	71	51	21	23
(c) The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.					
	Agree	9%	25%	57%	36%
	No opinion	18	16	29	50
	Disagree	73	59	14	14
(d) Advertising on children's television programs should be banned completely.					
	Agree	0%	3%	89%	36%
	No opinion	3	3	11	32
	Disagree	97	94	0	32
(e) All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.					
	Agree	6%	11%	80%	55%
	No opinion	15	18	18	36
	Disagree	79	71	2	9

TABLE 8a

Statement Number I-9: "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.





DISTRIBUTION OF GROUP MEANS

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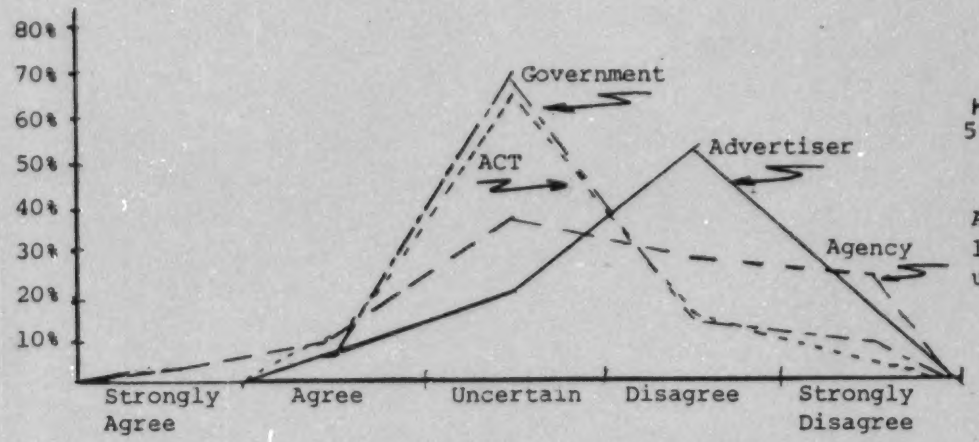
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

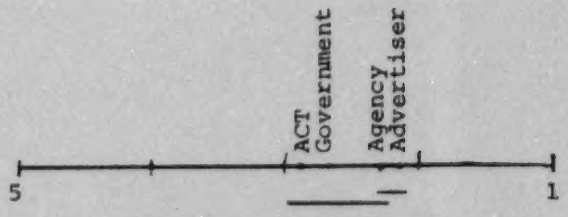
	Agency	Advertiser	ACT	N	$\bar{x}$	s.d.
Advertising Agency	---			70	3.61	1.04
Advertiser	.03	---		34	4.09	.90
ACT	.00	.00	---	42	2.95	1.06
Government	.09	.00	.40	21	3.19	.81

00052

TABLE 8b

Statement Number 1-14: Simulcasts (permitting 2 or more networks to run the same program at the same time) would help improve the quality of children's television.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

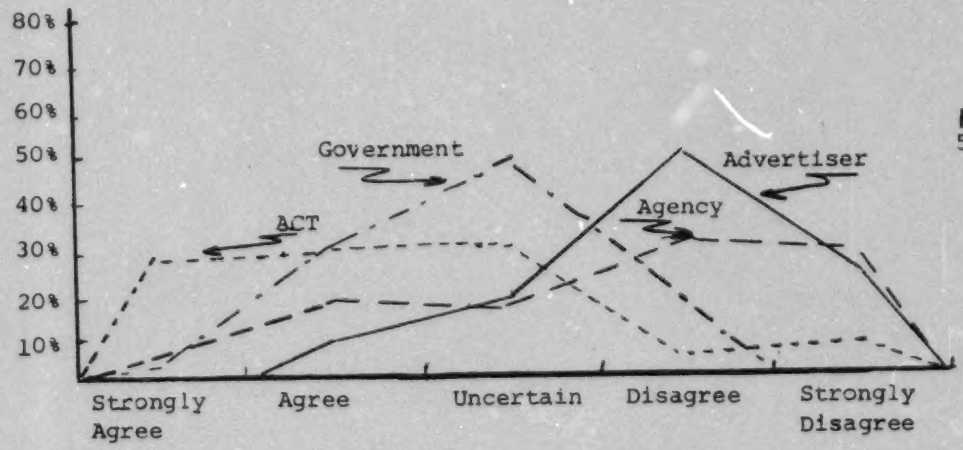
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

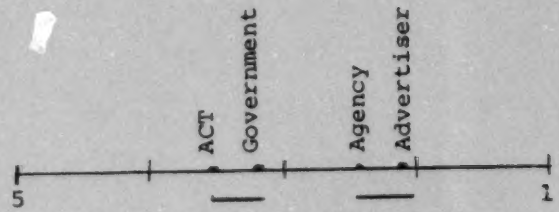
	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			68	2.38	1.01
Advertiser	.48	---		34	2.24	.92
ACT	.00	.00	---	41	2.95	.74
Government	.05	.01	.63	21	2.86	.66

00063

TABLE 8c

Statement Number 1-17: The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.





DISTRIBUTION OF GROUP MEANS

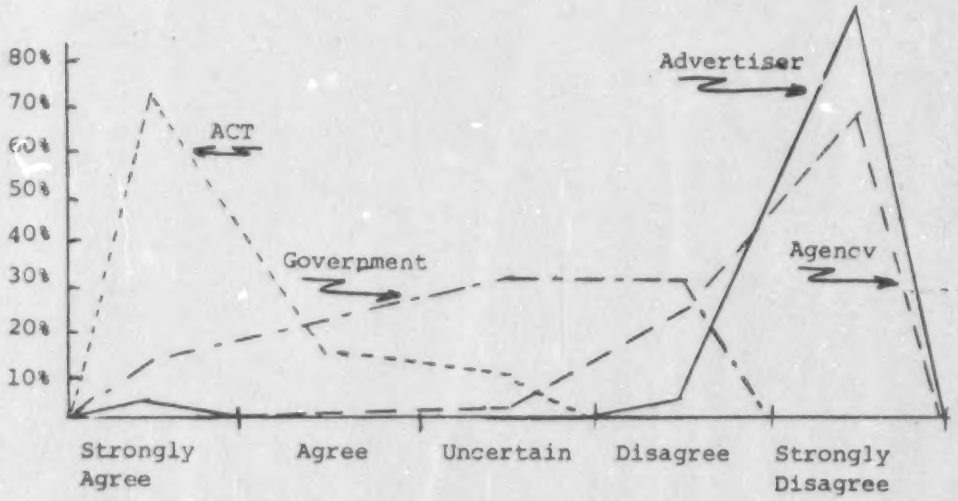
Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

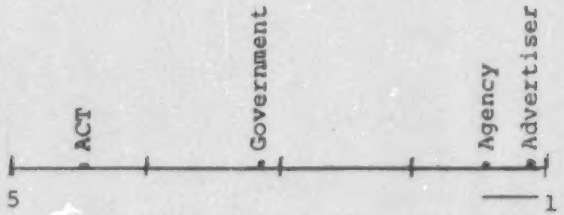
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			69	2.43	1.24
Advertiser	.19	---		34	2.12	.88
ACT	.00	.00	---	42	3.64	1.14
Government	.01	.00	.15	21	3.24	.77

TABLE 8d

Statement Number 1-22: Advertising on children's television programs should be banned completely.





DISTRIBUTION OF GROUP MEANS

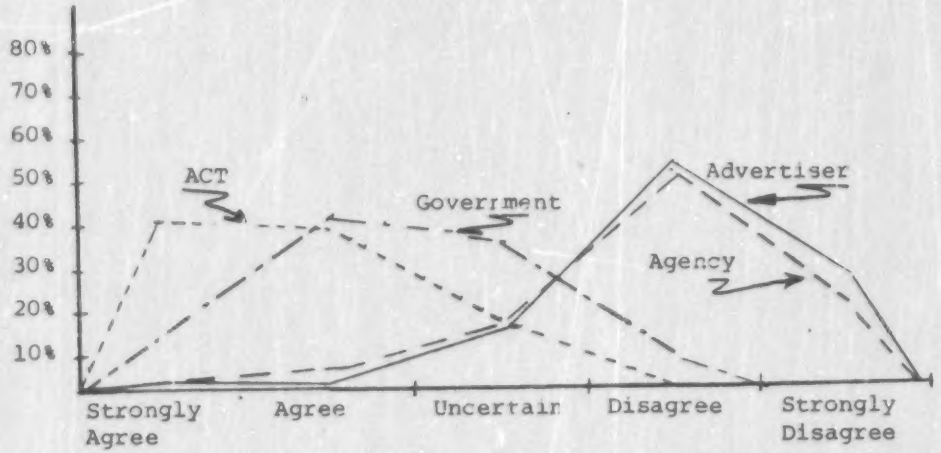
Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

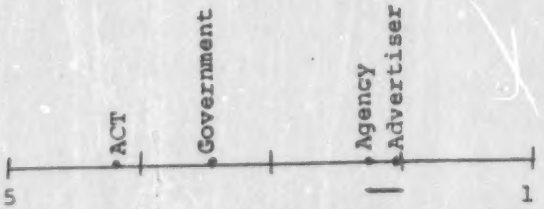
SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	1.40	.75
Advertiser	.15	---		34	1.18	.72
ACT	.00	.00	---	42	4.62	.70
Government	.00	.00	.00	21	3.14	1.06

TABLE 8e

Statement Number 1-24: All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.





DISTRIBUTION OF GROUP MEANS

Any two means underscored by the same line are not significantly different using a .95 confidence interval. (Duncan Multiple Range Test)

SIGNIFICANCE OF DIFFERENCE BETWEEN MEANS
(Two-tailed T-test)

	Agency	Advertiser	ACT	n	$\bar{x}$	s.d.
Advertising Agency	---			70	2.24	1.00
Advertiser	.30	---		34	2.03	.90
ACT	.00	.00	---	42	4.21	.81
Government	.00	.00	.01	21	3.57	.87

TABLE 9a

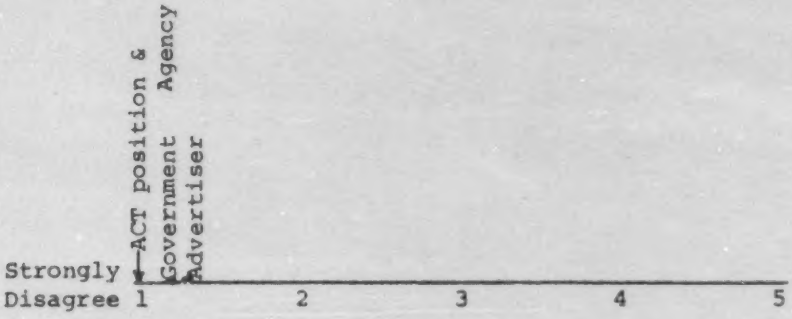
RESPONDENT ACCURACY IN ASSESSING THE ATTITUDES OF ACT RESPONDENTS

2-1. Commercials to children should be regulated by advertisers themselves.

	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	1.71	1.22		
Agency estimate of ACT position				
(w/knowledge)	1.29	.77	+.42	
(no knowledge)	1.60	.75	+.11	
(combined)	1.40	.77	+.31	.15
Advertiser estimate of ACT position				
(w/knowledge)	1.70	1.25	+.01	
(no knowledge	1.35	1.00	+.36	
(combined)	1.48	1.09	+.23	.48
Government estimate of ACT position				
(w/knowledge	1.88	1.13	-.17	
(no knowledge)	1.86	1.07	-.15	
(combined)	1.87	1.06	-.16	.60

TABLE 9b

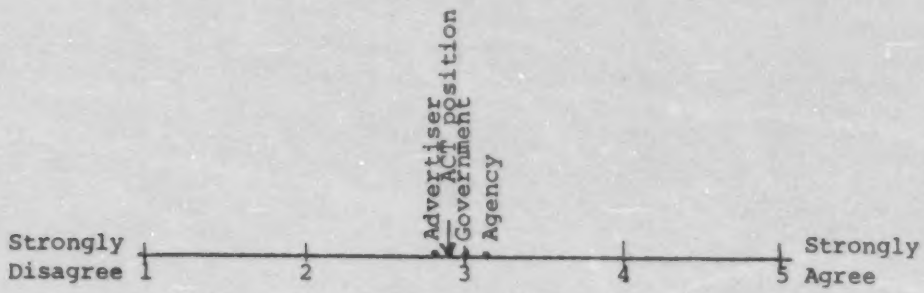
2-2. There is nothing wrong with advertising vitamin tablets on children's television programs.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	1.17	.38		
Agency estimate of ACT position				
(w/knowledge)	1.21	.70	-.04	
(no knowledge)	1.10	.31	+.07	
(combined)	1.17	.60	.00	.90
Advertiser estimate of ACT position				
(w/knowledge)	1.80	1.03	-.63	
(no knowledge)	1.00	.00	+.17	
(combined)	1.30	.72	-.13	.30
Government estimate of ACT position				
(w/knowledge)	1.00	.00	+.17	
(no knowledge)	1.57	.79	-.40	
(combined)	1.27	.59	-.10	.41

TABLE 9c

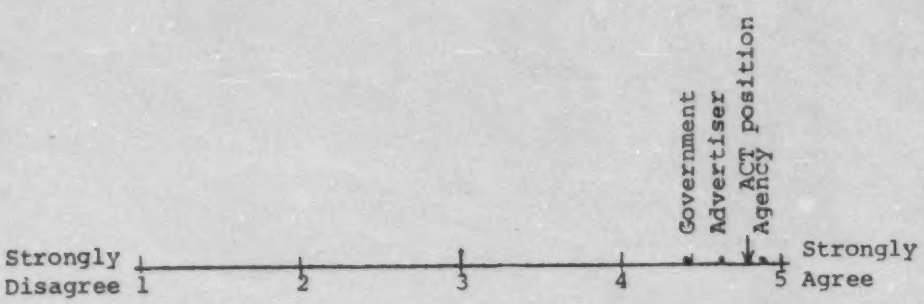
2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	2.95	1.06		
Agency estimate of ACT position				
(w/knowledge)	3.24	1.44	-.29	
(no knowledge)	2.90	1.33	+.05	
(combined)	3.12	1.40	-.17	.70
Advertiser estimate of ACT position				
(w/knowledge)	2.70	1.34	+.25	
(no knowledge)	3.06	1.64	-.11	
(combined)	2.93	1.52	+.02	.76
Government estimate of ACT position				
(w/knowledge)	3.13	1.13	-.18	
(no knowledge)	2.86	1.22	+.09	
(combined)	3.00	1.13	-.05	.95

TABLE 9d

2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.

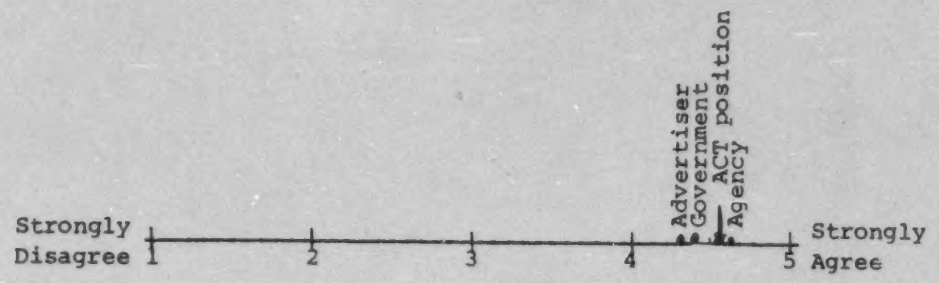


	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	4.81	.46		
Agency estimate of ACT position				
(w/knowledge)	4.97	.16	+.16	
(no knowledge)	4.60	.94	-.21	
(combined)	4.85	.59	+.04	.80
Advertiser estimate of ACT position				
(w/knowledge)	4.20	1.23	-.61	
(no knowledge)	4.94	.24	+.13	
(combined)	4.67	.83	-.14	.32
Government estimate of ACT position				
(w/knowledge)	4.75	.46	-.06	
(no knowledge)	4.14	1.46	-.67	
(combined)	4.47	1.06	-.34	.08

00060

TABLE 9e

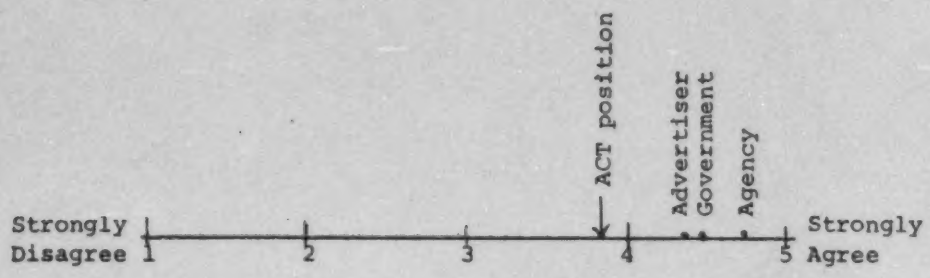
2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	4.57	.55		
Agency estimate of ACT position				
(w/knowledge)	4.68	.62	+.11	
(no knowledge)	4.40	.94	-.17	
(combined)	4.59	.75	+.02	.97
Advertiser estimate of ACT position				
(w/knowledge)	3.80	.92	-.77	
(no knowledge)	4.53	.62	-.04	
(combined)	4.26	.81	-.31	.04
Government estimate of ACT position				
(w/knowledge)	4.50	.54	-.07	
(no knowledge)	4.14	1.07	-.43	
(combined)	4.33	.82	-.24	.17

TABLE 9f

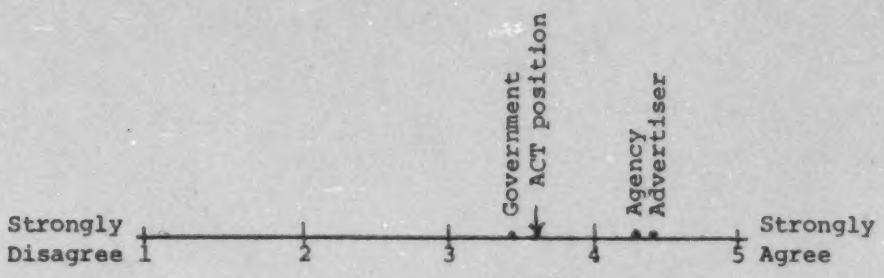
2-6. Commercials to children should be regulated by the government.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	3.88	1.19		
Agency estimate of ACT position				
(w/knowledge)	4.73	.65	+.85	
(no knowledge)	4.65	.49	+.77	
(combined)	4.70	.60	+.82	.00
Advertiser estimate of ACT position				
(w/knowledge)	4.10	1.20	+.22	
(no knowledge)	4.35	.86	+.47	
(combined)	4.26	.98	+.38	.16
Government estimate of ACT position				
(w/knowledge)	4.75	.71	+.87	
(no knowledge)	3.86	.90	-.02	
(combined)	4.33	.90	+.45	.18

TABLE 9g

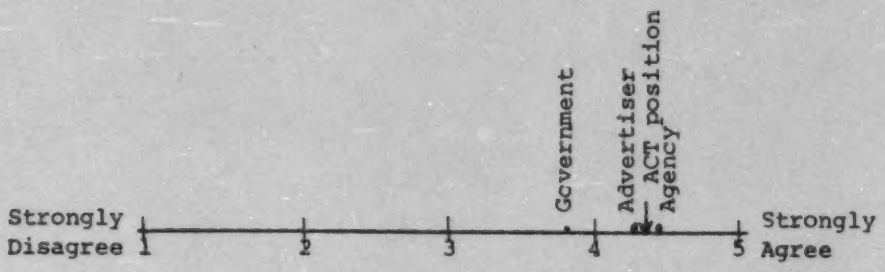
2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	3.52	1.07		
Agency estimate of ACT position				
(w/knowledge)	4.08	1.18	+.56	
(no knowledge)	4.55	.61	+1.03	
(combined)	4.25	1.03	+.73	.00
Advertiser estimate of ACT position				
(w/knowledge)	4.20	.22	+.68	
(no knowledge)	4.42	.87	+.90	
(combined)	4.33	.89	+.81	.00
Government estimate of ACT position				
(w/knowledge)	3.50	1.60	-.02	
(no knowledge)	3.43	.98	-.09	
(combined)	3.47	1.30	-.05	.81

TABLE 9h

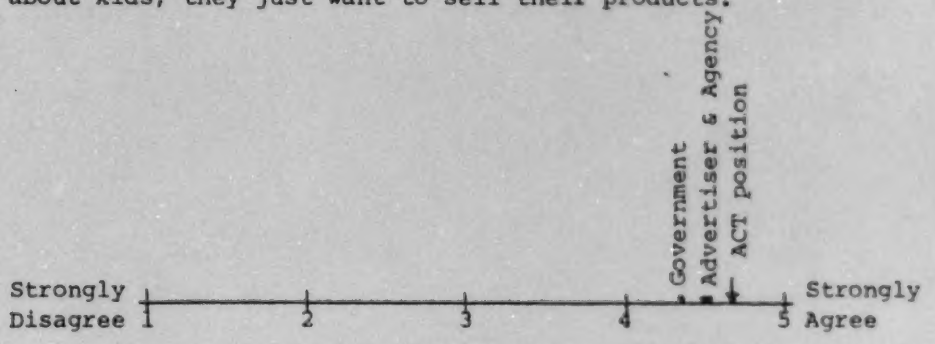
2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.



	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	4.21	.81		
Agency estimate of ACT position				
(w/knowledge)	4.19	.92	-.02	
(no knowledge)	4.45	.69	+.24	
(combined)	4.29	.85	+.08	.54
Advertiser estimate of ACT position				
(w/knowledge)	3.80	1.03	-.41	
(no knowledge)	4.42	.80	+.21	
(combined)	4.19	.92	-.02	.99
Government estimate of ACT position				
(w/knowledge)	3.88	1.25	-.33	
(no knowledge)	3.86	1.22	-.35	
(combined)	3.87	1.19	-.34	.26

TABLE 91

2-9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.

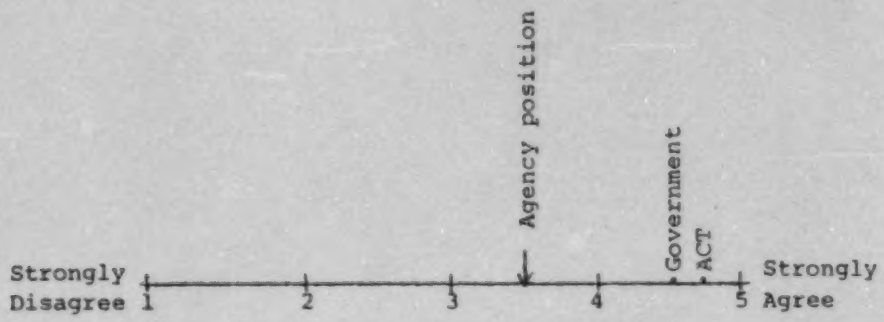


	Mean	Standard Deviation	Deviation	Level of Confidence
ACT position	4.67	.72		
Agency estimate of ACT position				
(w/knowledge)	4.61	.82	-.06	
(no knowledge)	4.40	.68	-.27	
(combined)	4.53	.78	-.14	.85
Advertiser estimate of ACT position				
(w/knowledge)	4.00	1.05	-.67	
(no knowledge)	4.82	.39	+.15	
(combined)	4.52	.80	-.15	.94
Government estimate of ACT position				
(w/knowledge)	4.63	.52	-.04	
(no knowledge)	4.14	1.07	-.53	
(combined)	4.40	.83	-.27	.74

TABLE 10a

RESPONDENT ACCURACY IN ASSESSING THE ATTITUDES OF AGENCY RESPONDENTS

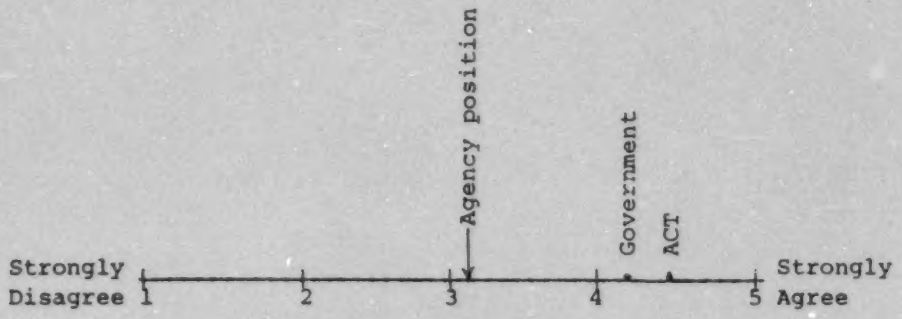
2-1. Commercials to children should be regulated by advertisers themselves.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	3.44	1.29		
ACT estimate of Agency position				
(w/knowledge)	4.69	.54	+1.25	
(no knowledge)	4.73	.46	+1.29	
(combined)	4.74	.44	+1.30	.00
Government estimate of Agency position				
(w/knowledge)	4.67	.50	+1.23	
(no knowledge)	4.50	1.08	+1.06	
(combined)	4.58	.84	+1.14	.00

TABLE 10b

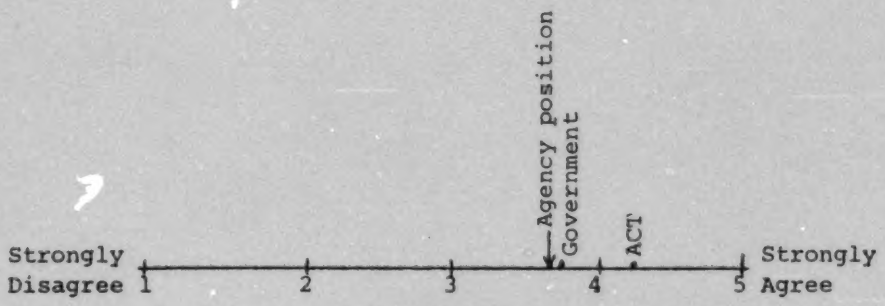
2-2. There is nothing wrong with advertising vitamin tablets on childrens television programs.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	3.10	1.26		
ACT estimate of Agency position				
(w/knowledge)	4.41	.95	+1.31	
(no knowledge)	4.47	.83	+1.37	
(combined)	4.43	.74	+1.33	.00
Government estimate of Agency position				
(w/knowledge)	4.11	.93	+1.01	
(no knowledge)	4.30	1.06	+1.20	
(combined)	4.21	.98	+1.11	.00

TABLE 10c

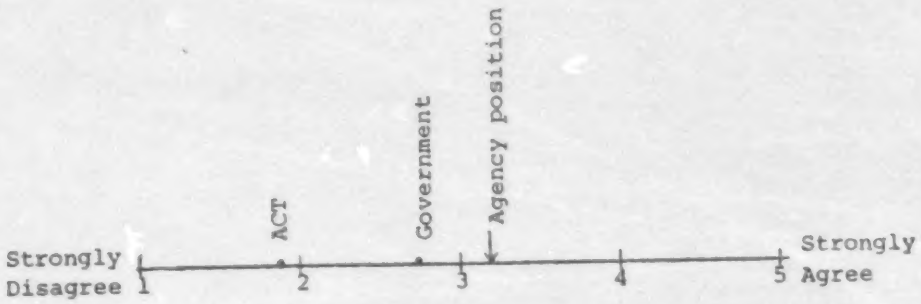
2-3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	3.61	1.04		
ACT estimate of Agency position				
(w/knowledge)	4.17	.76	+.56	
(no knowledge)	4.27	1.22	+.66	
(combined)	4.21	.94	+.60	.00
Government estimate of Agency position				
(w/knowledge)	4.00	.71	+.39	
(no knowledge)	3.40	1.43	-.21	
(combined)	3.68	1.16	+.07	.00

TABLE 10d

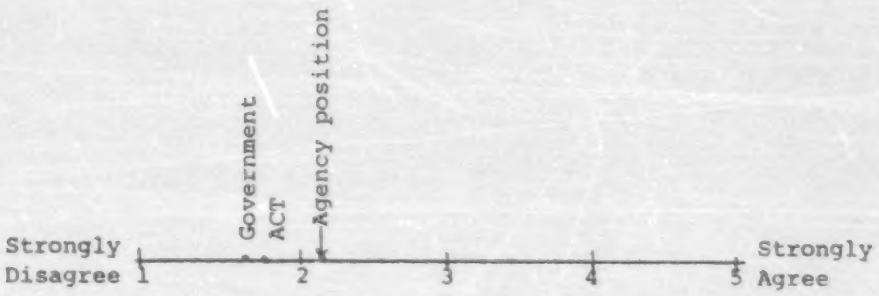
2-4. Children's television advertising requires special regulation because of the nature of the viewing audience.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	3.27	1.22		
ACT estimate of Agency position				
(w/knowledge)	2.07	1.16	-1.20	
(no knowledge)	1.80	1.15	-1.47	
(combined)	1.91	1.25	-1.36	.00
Government estimate of Agency position				
(w/knowledge)	3.00	1.00	- .27	
(no knowledge)	2.70	1.25	- .57	
(combined)	2.84	1.19	- .43	.17

TABLE 10e

2-5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	2.10	1.04		
ACT estimate of Agency position				
(w/knowledge)	1.76	.83	+.34	
(no knowledge)	2.00	.93	+.10	
(combined)	1.79	.80	+.31	.08
Government estimate of Agency position				
(w/knowledge)	1.56	.53	+.54	
(no knowledge)	1.80	1.03	+.30	
(combined)	1.68	.82	+.42	.11

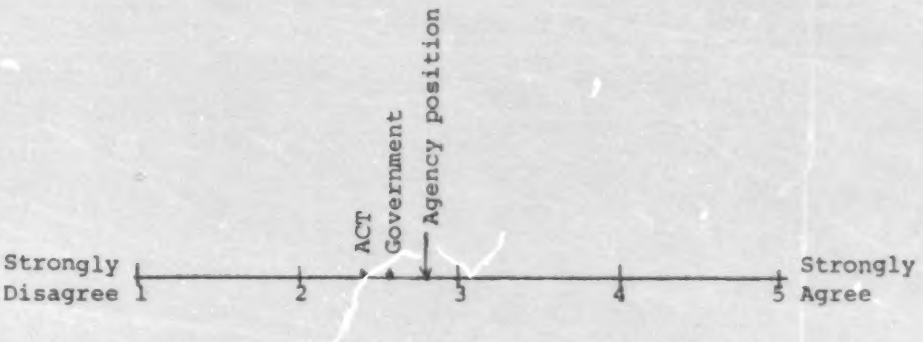
TABLE 10f

2-6. Commercials to children should be regulated by the government.

	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	1.76	1.07		
ACT estimate of Agency position				
(w/knowledge)	1.52	.83	+.24	
(no knowledge)	1.13	.35	+.63	
(combined)	1.35	.69	+.41	.02
Government estimate of Agency position				
(w/knowledge)	1.56	.73	+.20	
(no knowledge)	1.80	1.14	-.04	
(combined)	1.68	.95	+.08	.79

TABLE 10g

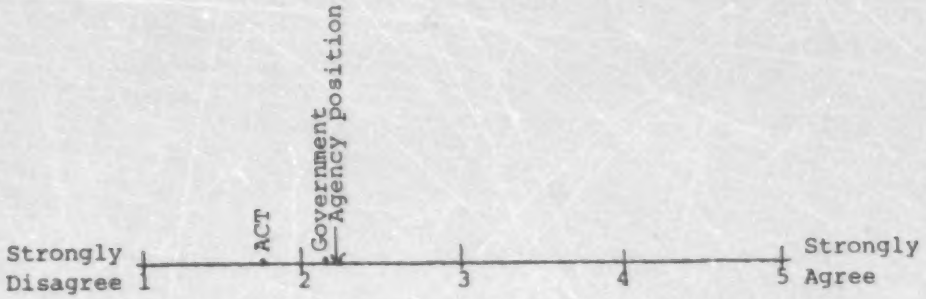
2-7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	2.74	1.19		
ACT estimate of Agency position				
(w/knowledge)	2.72	1.30	+.02	
(no knowledge)	2.07	.80	+.67	
(combined)	2.47	1.18	+.27	.25
Government estimate of Agency position				
(w/knowledge)	2.67	1.12	+.07	
(no knowledge)	2.50	1.08	+.24	
(combined)	2.58	1.07	+.16	.61

TABLE 10h

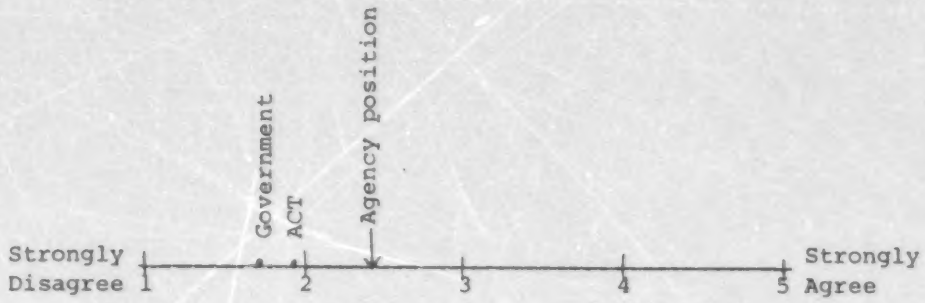
2-8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	2.24	1.00		
ACT estimate of Agency position				
(w/knowledge)	1.93	.80	+.31	
(no knowledge)	1.80	.41	+.44	
(combined)	1.84	.61	+.40	.01
Government estimate of Agency position				
(w/knowledge)	2.22	.83	+.02	
(no knowledge)	2.20	1.14	+.04	
(combined)	2.21	.98	+.03	.90

TABLE 101

2-9. Most advertisers on children's television are not really concerned about kids; they just want to sell their products.



	Mean	Standard Deviation	Deviation	Level of Confidence
Agency position	2.41	1.16		
ACT estimate of Agency position				
(w/knowledge)	1.93	1.13	+.48	
(no knowledge)	2.13	1.25	+.28	
(combined)	1.95	1.13	+.46	.04
Government estimate of Agency position				
(w/knowledge)	1.17	.71	+1.24	
(no knowledge)	1.80	1.03	+.61	
(combined)	1.74	.87	+.67	.02

APPENDICES

Appendix A: Agency President Cover Letter
Initial Industry Cover Letter
Initial ACT Cover Letter
Follow-up Industry Cover Letter
Follow-up ACT Cover Letter

Appendix B: Firms Included in Industry Sample
The Advertising Agency Sample

Appendix C: Survey Instrument: Attitudes Toward Advertising

Appendix D: Interview Guide: Survey of Key Advertising Agency Personnel

MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING · MICHIGAN · 48824

February 1, 1973

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XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX

AGENCY PRESIDENT
COVER LETTER

Dear Mr. XXXXXX:

Several members of the faculty of the Colleges of Business and Communication at Michigan State University are in the process of studying the subject of children's television advertising. The study is partially funded by a research grant from the U.S. Department of Health, Education and Welfare.

A major portion of the overall study deals with two areas of direct concern to your agency. The first concerns the television advertising creative process. The second comprises the issues involved.

Much has been written in recent months concerning the people and tasks involved in creating advertising for child markets. Yet, little is known about the actual process. In this study we plan to examine in detail how large advertising agencies create, produce, research and evaluate television commercials aimed at the young market.

Much of the current controversy regarding advertising issues is a result of ineffective communication between broadcasters, researchers and critics. In this study we hope to discover how key agency personnel feel about the current issues facing the advertising world--particularly with regard to advertising to children.

XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX plays a major role in the creation of network television advertising campaigns and has long been involved in advertising to the child market. We feel, therefore, that interviews with key XXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXX personnel will be vital to obtain a realistic look at the agency side of the picture--a side that has been long ignored.

In a few days one of our researchers, Mr. James D. Culley, will be in the New York area interviewing agency personnel for this study. Would you be willing to furnish us with the names and titles of XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX personnel (researchers, account executives, media buyers, etc.) currently involved in creating, producing and researching commercials for the child market so that Mr. Culley might arrange to talk to them? A form is enclosed in a self-addressed envelope for this purpose. Personnel working on such accounts as XXXXXXXXXXXXXXXXXXXXX and XXXXXXXXXXXXX XXXXXXX are of particular interest to us.

You may be assured that all interview data will be held in strictest confidence. The names of persons, organizations, actual job titles and specific brand names will be disguised or deleted in the final research report.

Thank you for your cooperation and assistance in supporting this research project.

Yours sincerely,

William Lazer
Professor of Marketing and Transportation

WL sas

Enclosures

MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING · MICHIGAN · 48824

June 12, 1973

INITIAL INDUSTRY
COVER LETTER

XXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXX

Dear XXXXXXXXXX:

What do advertisers, television critics, network executives, and government regulators think about television commercials directed at children? We really don't know. But your answers on the enclosed questionnaire will help clear up many of the misconceptions that we believe exist.

The survey is part of a study sponsored by the U.S. Department of Health, Education and Welfare. Similar questionnaires have been sent to a select sample of key people in the advertising field, in government, and to critics of the advertising process. Portions of the survey results will be included in my doctoral dissertation.

Your response to the survey items will be held in strict confidence. Only aggregate responses will be included in the final report. (We have coded each questionnaire to aid us in compiling and analyzing the data.)

Please take a few minutes of your time to complete the survey and mail it back in the enclosed envelope. If you would like a copy of the summary reports, just enclose a note with your survey. I will be happy to furnish you with one.

Yours sincerely,

James D. Culley
Study Director (517-355-6010)

JDC:cs

Enclosure

00078

MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING · MICHIGAN · 48824

INITIAL ACT
COVER LETTER

June 22, 1973

What do advertisers, television critics, network executives, and government regulators think about television commercials directed at children? We really don't know. But your answers on the enclosed questionnaire will help clear up many of the misconceptions that we believe exist.

Your response to the survey items will be held in strict confidence. Action for Children's Television (ACT) is distributing this particular survey for us. Only ACT will know if you respond to the survey or not. (The code number on the questionnaire will be used by ACT for compiling such data.)

The survey is part of a study of the effects of advertising on children funded by the U.S. Department of Health, Education, and Welfare. Similar questions have been sent to other members of consumer groups, as well as key government officials, advertisers, and members of the major networks.

Please take a few minutes of your time to complete the survey and mail it back in the enclosed envelope. If you would like a copy of the summary report, please drop a note to ACT. I will furnish them with copies as soon as they are available.

Yours sincerely,

James D. Culley
Study Director
(517-355-6010)

JDC:sas

Enclosure

00079

MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING · MICHIGAN · 48824

July 16, 1973

XXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXX
XXXXXXXXXXXXXXXXXXXXXXXX
XXXXXXXXXXXXX XXXXXXX

FOLLOW-UP INDUSTRY COVER LETTER

Dear XXXXXXXXXX:

Four weeks ago I sent you a copy of a questionnaire entitled MICHIGAN STATE UNIVERSITY SURVEY OF ATTITUDES TOWARDS ADVERTISING. Similar questionnaires were sent to 20 members of the United States Senate, 30 members of the House of Representatives, top executives in 30 of our countries leading corporations, 25 of the nations largest advertising agencies, and a select sample of key network executives, members of the F.C.C. and F.T.C., and spokesmen for consumer interest groups.

The initial returns were exceptional. However, I hope to hear from all those sampled. Won't you take the 15 minutes the survey requires and help me gather data on a subject of vital concern to all those interested in our present system of broadcast advertising? I'm enclosing a second copy of the survey with this letter for your convenience.

Please be assured that I am only interested in the aggregate opinions of the various groups involved. Your responses will be aggregated with those of 50 or more other respondents in computing the "opinions of those in the advertising industry" for the final report and for my dissertation.

May I count on your help?

Yours sincerely,

James D. Culley
(Telephone: 517-355-6010)

P.S.
If you would like to receive a copy of the summary report and haven't already written for one, please drop me a note. I will happily furnish you with one.

00080

MICHIGAN STATE UNIVERSITY

GRADUATE SCHOOL OF BUSINESS ADMINISTRATION
DEPARTMENT OF MARKETING AND
TRANSPORTATION ADMINISTRATION

EAST LANSING · MICHIGAN · 48824

FOLLOW-UP ACT
COVER LETTER

July 16, 1973

Four weeks ago Action for Children's Television mailed you a copy of a questionnaire entitled MICHIGAN STATE UNIVERSITY SURVEY OF ATTITUDES TOWARDS ADVERTISING. Similar questionnaires were sent to 20 members of the United States Senate, 30 members of the House of Representatives, top executives in 30 of our country's leading corporations, 25 of the nation's largest advertising agencies, a select sample of key network executives, and commissioners of the Federal Trade and Federal Communication Commissions.

The initial returns were exceptional. However, I still hope to hear from everyone sampled. Won't you take the 15 minutes the survey requires and help me gather data on a subject of vital concern to all those interested in our present system of broadcast advertising? I'm enclosing a second copy of the survey for your convenience.

Please be assured that I am only interested in the aggregate opinions of the various groups involved. Your responses will be aggregated with those of 50 or more ACT spokesmen and women in computing the "opinions of Action for Children's Television" for the final report and for my dissertation.

May I count on your help?

Yours sincerely,

James D. Culley
(Telephone: 517-355-6010)

JDC/sm

P.S. If you would like a copy of the summary report, please drop a note to ACT. I will furnish them with copies as soon as they are available.

APPENDIX B

FIRMS INCLUDED IN THE INDUSTRY SAMPLE

The Advertiser Sample [1]

Executives with the twenty-nine corporations listed below were mailed copies of the final research instrument. The number in parentheses indicates how many individuals within the company were contacted.

(1) AMERICAN HOME PRODUCTS CORPORATION (3)
(2) BORDEN, INC. FOODS DIVISION (3)
(3) BRISTOL-MYERS COMPANY (2)
* (4) FISHER-PRICE TOYS (2)
(5) GAF CORPORATION (2)
(6) GENERAL FOODS CORPORATION (4)
(7) GENERAL MILLS, INC. (7)
(8) HASBRO INDUSTRIES, INC. (3)
(9) HUNT-WESSON FOODS, INC. (3)
(10) IDEAL TOY CORPORATION (5)
(11) KEEBLER COMPANY (2)
(12) KELLOGG COMPANY (5)
(13) KENNER PRODUCTS (3)
(14) LIBBY, McNEIL & LIBBY (2)
(15) LOUIS MARX & CO., INC. (1)
(16) McDONALD's CORPORATION (3)
(17) MARS INCORPORATED (3)
(18) MEAD JOHNSON & COMPANY (3)
(19) MILES LABORATORIES (2)
(20) MATTEL TOYS (3)
(21) MILTON BRADLEY COMPANY (2)
(22) NABISCO, INC. (2)
(23) THE NESTLE COMPANY, INC. (3)
*(24) PEPSICO, INC. (3)
(25) PLOUGH INC. (2)
(26) THE QUAKER OATS COMPANY (3)

continued

(27) REMCO INDUSTRIES, INC. (2)

*(28) SEVEN-UP COMPANY (3)

(29) SHASTA BEVERAGES (2)

---

[1]Corporations whose names are preceded by an asterik (*) were included in the sample but not in the data analysis. Such firms were not advertising on children's TV at the time the survey was taken.

The Advertising Agency Sample

Executives with the twenty-four advertising agencies listed below were mailed copies of the final research instrument. The number in parentheses indicates how many individuals within each agency were contacted. An asterick before the agency name indicates that executives within the agency participated in the preliminary interviews as well as the final attitude survey.

Beneath each agency name is an example of the type of children's advertising accounts the agency held at the time the survey was made.

---

*(1) ADCOM, INC., Chicago (1)
-Cap'n Crunch, Quisp, Quake and other presweetened Quaker cereals

(2) BATTEN, BARTON, DURSTINE & OSBORN, INC., New York (9)
-Burger King Drive-in Restaurants, Campbell Curly Noodle Soup

(3) BENTON & BOWLES INC., New York (2)
-Post breakfast cereals, Hasbro Industries (toys)

(4) CAMPBELL MITHUN, INC., Minneapolis (2)
-Schaper Manufacturing Co. (toys), Mr. Bubble Bubble-Bath

(5) CARSON/ROBERTS DIV. OF OGILVY & MATHER, Los Angeles (4)
-Mattel Inc. (toys)

*(6) CLINTON E. FRANK, INC., Chicago (8)
-Curtiss candies

*(7) CUNNINGHAM & WALSH, INC., New York (10)
-Jiffy Pop Popcorn

(8) DANCER-FITZGERALD-SAMPLE, INC., New York (4)
-Beechnut Life Savers, General Mills cereals

(9) DANIEL & CHARLES, INC., New York (1)
-GAF Viewmaster

(10) DOYLE, DANE, BERNBACH, INC., New York (2)
-Quaker Oats non presweetened cereals

(11) FOOTE, CONE & BELDING COMMUNICATIONS, INC., New York (8)
-Frito Brand Corn Chips, Kraft Caramels

*(12) GILBERT, GRACE & STARK, INC., New York (9)
-Maypo cereals

(13) GREY ADVERTISING, INC., New York (1)
-Aurora Products (toys), Kool-Aid, JIF Peanut Butter

(14) HOEFER, DIETERICH & BROWN, INC., San Francisco (5)
-Shasta Beverages

(15) HUMPHREY, BROWNING, MacDOUGALL, INC., Boston (3)
-Parker Brothers (toys)

*(16) J. WALTER THOMPSON COMPANY, INC., Chicago (2)
-Aunt Jemima Pancake Mixes

*(17) KENYON & ECKHARDT ADVERTISING, INC., Chicago (3)
-Libbyland Frozen Children's Dinners

*(18) LEO BURNETT CO., INC., Chicago (12)
-Kellogg cereals, Nestle's Quik, Phillsbury children's drink mixes

(19) LEONARD M. SIVE & ASSOCIATES, INC., Cincinnati (3)
-Kenner Products Co. (toys)

*(20) NEEDHAM, HARPER & STEERS, INC., Chicago (3)
-McDonald's Drive-in Restaurants

*(21) OGILVY & MATHER, INC., New York (5)
-Hershey Chocolates

*(22) TED BATES & COMPANY, INC., New York (3)
-M&M/Mars, Louis Marx & Co. (toys), ITT Continental Baking

(23) WILLIAM ESTY COMPANY, INC., New York (4)
-Hawaiian Punch, Nabisco cereals, cookies, snacks and crackers

(24) YOUNG & RUBICAN INTERNATIONAL, INC., New York (3)
-Jello, Chef Boy-Ar-Dee prepared foods, Tang, Milton Bradley (toys)

APPENDIX C

SURVEY INSTRUMENT

MICHIGAN STATE UNIVERSITY SURVEY OF
ATTITUDES TOWARDS ADVERTISING

J. Culley, Department of Marketing
Eppley Center, Michigan State University, East Lansing, Michigan 48823

The following pages contain a series of statements concerning advertising, television, government, and consumers. The purpose of this survey is to find out how you feel about each statement.

PLEASE READ EACH ITEM BELOW CAREFULLY AND CIRCLE THE RESPONSE THAT BEST EXPRESSES YOUR FEELING ABOUT THE STATEMENT. Wherever possible, let your own personal experience determine your answer. If in doubt, circle the response that most closely corresponds to your present feeling about the statement.

1. Television advertising to children should be more regulated than it already is.

   Strongly agree Agree Uncertain Disagree Strongly disagree

2. Advertising helps develop a child's ability to make good consumer decisions.

   Strongly agree Agree Uncertain Disagree Strongly disagree

3. The quality of children's television would be better if it were not controlled by advertising dollars.

   Strongly agree Agree Uncertain Disagree Strongly disagree

4. Commercials to children should be regulated by advertisers themselves.

   Strongly agree Agree Uncertain Disagree Strongly disagree

5. There is nothing wrong with advertising vitamin tablets on children's television programs.

   Strongly agree Agree Uncertain Disagree Strongly disagree

6. There are too many commercials on shows children watch.

   Strongly agree Agree Uncertain Disagree Strongly disagree

7. Commercials often persuade children to want things they do not really need.

   Strongly agree Agree Uncertain Di agree Strongly disagree

8. Most children's television commercials present a true picture of the product advertised.

   Strongly agree Agree Uncertain Disagree Strongly disagree

9. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

   Strongly agree Agree Uncertain Disagree Strongly disagree

10. Performers should be allowed to sell products on children's television shows.

    Strongly agree Agree Uncertain Disagree Strongly disagree

11. Television commercials aimed at children are usually in good taste.

    Strongly agree Agree Uncertain Disagree Strongly disagree

12. Commercials on children's television programs are often purposely disguised to blend in with the programs.

    Strongly agree Agree Uncertain Disagree Strongly disagree

13. Most children understand what commercials on children's shows are trying to do.

    Strongly agree Agree Uncertain Disagree Strongly disagree

14. Simulcasts (permitting 2 or more networks to run the same program at the same time) would help improve the quality of children's television programming.

    Strongly agree Agree Uncertain Disagree Strongly disagree

15. Children's television advertising requires special regulation because of the nature of the viewing audience.

    Strongly agree Agree Uncertain Disagree Strongly disagree

16. The trade association guidelines in use today have done little to improve the quality of children's television advertising.

Strongly agree Agree Uncertain Disagree Strongly disagree

17. The advertising industry should sponsor a "Television Broadcast Center" to finance quality children's programs.

Strongly agree Agree Uncertain Disagree Strongly disagree

18. Commercials to children should be regulated by the government.

Strongly agree Agree Uncertain Disagree Strongly disagree

19. Most advertisers on children's television make a sincere effort to present their product truthfully.

Strongly agree Agree Uncertain Disagree Strongly disagree

20. New regulations should restrict the techniques used in advertising toys.

Strongly agree Agree Uncertain Disagree Strongly disagree

21. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.

Strongly agree Agree Uncertain Disagree Strongly disagree

22. Advertising on children's television programs should be banned completely.

Strongly agree Agree Uncertain Disagree Strongly disagree

23. Television commercials lead to an increase in parent-child conflict.

Strongly agree Agree Uncertain Disagree Strongly disagree

24. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.

Strongly agree Agree Uncertain Disagree Strongly disagree

25. Television commercials often arouse anxieties and feelings of insecurity in children.

Strongly agree Agree Uncertain Disagree Strongly disagree

26. Most advertisers are good people trying their best to provide what the public wants.

Strongly agree Agree Uncertain Disagree Strongly disagree

27. Most advertisers on children's television are not really concerned about kids, they just want to sell their products.

Strongly agree Agree Uncertain Disagree Strongly disagree

28. It is up to the parents to regulate children's television viewing behavior.

Strongly agree Agree Uncertain Disagree Strongly disagree

29. There is a connection between commercials for pharmaceuticals and the nation's rising drug usage among young people.

Strongly agree Agree Uncertain Disagree Strongly disagree

The responses you made above will give us valuable insights on how key people, such as yourself, feel about children's television advertising. In the next section we hope to measure how you perceive the opinions of OTHER PARTIES involved with the subject.

On the next three pages, PLEASE INDICATE HOW YOU THINK THE PARTY LISTED AT THE TOP OF EACH PAGE WOULD RESPOND TO THE STATEMENTS LISTED.

CHILDREN'S ADVERTISING EXECUTIVES

Please circle the response that you believe most closely reflects the views of ADVERTISING AGENCY EXECUTIVES involved in creating, producing, and researching commercials for children's television.

1. Commercials to children should be regulated by advertisers themselves.

   Strongly agree Agree Uncertain Disagree Strongly disagree

2. There is nothing wrong with advertising vitamin tablets on children's television programs.

   Strongly agree Agree Uncertain Disagree Strongly disagree

3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

   Strongly agree Agree Uncertain Disagree Strongly disagree

4. Children's television advertising requires special regulation because of the nature of the viewing audience.

   Strongly agree Agree Uncertain Disagree Strongly disagree

5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.

   Strongly agree Agree Uncertain Disagree Strongly disagree

6. Commercials to children should be regulated by the government.

   Strongly agree Agree Uncertain Disagree Strongly disagree

7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.

   Strongly agree Agree Uncertain Disagree Strongly disagree

8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.

   Strongly agree Agree Uncertain Disagree Strongly disagree

9. Most advertisers on children's television are not really concerned about kids, they just want to sell their products.

   Strongly agree Agree Uncertain Disagree Strongly disagree

How much have you been exposed to the views of executives involved in buying, creating, researching, or evaluating commercials for children?

Quite a bit Some Very little

CHILDREN'S ADVERTISING CRITICS

How much have you heard or read about Action for Children's Television (ACT)?

Quite a bit Some Nothing at all

Please skip to the next page of the survey if you know nothing at all about ACT.

Please circle the response that you believe most closely reflects the VIEWS OF CRITICS OF CHILDREN'S TELEVISION ADVERTISING, such as those expressed by Action for Children's Television (ACT).

1. Commercials to children should be regulated by advertisers themselves.

   Strongly agree Agree Uncertain Disagree Strongly disagree

2. There is nothing wrong with advertising vitamin tablets on children's television programs.

   Strongly agree Agree Uncertain Disagree Strongly disagree

3. "Bunching" commercials before or after a program would significantly lessen the impact of the advertiser's message.

   Strongly agree Agree Uncertain Disagree Strongly disagree

4. Children's television advertising requires special regulation because of the nature of the viewing audience.

   Strongly agree Agree Uncertain Disagree Strongly disagree

5. The trade association guidelines in use today have done little to improve the quality of children's television advertising.

   Strongly agree Agree Uncertain Disagree Strongly disagree

6. Commercials to children should be regulated by the government.

   Strongly agree Agree Uncertain Disagree Strongly disagree

7. Stricter guidelines regarding the use of disclaimers (such as batteries not included) would improve many children's commercials.

   Strongly agree Agree Uncertain Disagree Strongly disagree

8. All commercials on children's television should be preceded by a notice stating that what is to follow is an ad.

   Strongly agree Agree Uncertain Disagree Strongly disagree

9. Most advertisers on children's television are not really concerned about kids, they just want to sell their product.

   Strongly agree Agree Uncertain Disagree Strongly disagree

Under the two concepts below are short lists of adjectives that have been used in discussing the concept. Please put a check mark (✓) in the position that best indicates the direction and intensity of YOUR feeling toward the concept. For example, the first concept listed is "CHILDREN'S TELEVISION ADVERTISING." If you feel that children's television advertising is generally good but your feelings are not very strong, you might mark:

Good : : : ✓ : : : : Bad

Please answer every item. If you are not sure how an adjective relates to the concept in question, put a check mark in the center space.

CHILDREN'S TELEVISION ADVERTISING

1.	Good	: : : : : : :	Bad
2.	Honest	: : : : : : :	Dishonest
3.	Valuable	: : : : : : :	Worthless
4.	Truthful	: : : : : : :	Misleading
5.	Useless	: : : : : : :	Useful

SELF-REGULATION IN ADVERTISING

6.	Untimely	: : : : : : :	Timely
7.	Successful	: : : : : : :	Unsuccessful
8.	Good	: : : : : : :	Bad
9.	Foolish	: : : : : : :	Wise
10.	Workable	: : : : : : :	Unworkable

11. Please check the block that corresponds to your age.

15-19 ☐	30-34 ☐	45-49 ☐	60-64 ☐
20-24 ☐	35-39 ☐	50-54 ☐	65-69 ☐
25-29 ☐	40-44 ☐	55-59 ☐	

12. Please check the blank that corresponds to your marital status.

Now married ☐ Widow ☐ Divorced ☐ Separated ☐ Never married ☐

13. Please check the block that corresponds to the highest grade level you have achieved.

Some elementary school ☐	Some college ☐
Elementary school graduate ☐	College graduate ☐
Some high school ☐	Post graduate work ☐
High school graduate ☐	

THANK YOU FOR YOUR COOPERATION IN THIS SURVEY. PLEASE USE THE ENCLOSED STAMPED ENVELOPE IN RETURNING THE SURVEY TO US.

00092

APPENDIX D

INTERVIEW GUIDE
Survey of Key Advertising Agency Personnel

I am a member of a team of researchers from the Department of Marketing and the Department of Communication at Michigan State University. The research team is studying the subject of children's television advertising under a grant from the U.S. Department of Health, Education and Welfare.

In this study we plan to examine in detail how large advertising agencies create, produce, research and evaluate television commercials aimed at the young market. In addition, we hope to determine how key agency personnel, such as yourself, feel about certain issues recently raised regarding the subject of advertising to children.

You may be assured that all data gathered in this interview will be held in strictest confidence.

If you have no objection, I will tape our interview. I assure you that only members of the research team will have access to the information on the tape.

BACKGROUND DATA

Tape Number:

Date of Interview:

Agency:

Respondent's Name:

Please begin by telling me a little about your background. Specifically,

(1) How long have you been with this agency?

(2) What are your present duties?

(3) What proportion (%) of your time is devoted to work on accounts advertising to children?

CREATION, PRODUCTION AND RESEARCH PROCESSES -- Case Study

One goal of our research is to prepare a number of in-depth descriptive studies of the creation, production, research and evaluation behind specific commercials aimed at the young market.

Could you select a recent commercial that you are familiar with that is designed to appeal to the child market, and describe the steps involved in getting that commercial on the air?

(PROBES)

(1) Where did the idea originate?

(2) How did your agency organize to prepare the commercial?

(3) How many key agency people were involved in the process? Did they work full or part time on the account? What were their major tasks?

(4) What research was done for the commercial? Was the commercial pretested? post tested?

(5) What does a commercial of this type cost?

(6) How was the commercial's media strategy determined?

(7) Who produced the commercial? Where?

(8) Who made the final decision to air the commercial?

(9) How long did the entire process take?

What are the names of other key agency people involved in preparing this commercial?

CREATION, PRODUCTION AND RESEARCH PROCESSES -- General

A second goal of this study is to examine how the process of creating, producing, researching and evaluating commercials for child markets differs from that of other markets. Specifically:

(1) How do the steps in the process differ...

(2) How do the duties and backgrounds of the people involved differ...

(3) How does the amount and type of research differ...

(4) How does the evaluation procedure differ... (PROBE: It is necessary to clear certain commercials for children with the networks before they can be aired. What effect does this have on how the agency prepares commercials for the child market?) Is there economic pressure not to change once a commercial has gone so far...

(5) How do the costs of commercials for child markets differ...

GENERAL RESEARCH ... Research Personnel Only

(1) Do you normally pretest your commercials before they are aired? Could you describe the type of pretest you conduct for a commercial aimed at the child market?

(2) What research services outside your agency (Gallup & Robinson, Nielsen, Simmons, Starch) are used in evaluating children's ads? How are they used?

(3) Do you test commercials for children on mothers of children as well as children?

(4) Does your agency engage in any on-going basic research on children? (PROBE: Do you conduct any theoretical studies of consumer learning or basic strategies for persuading children?)

(5) How does basic research get fed into the creation and production process in your agency?

(6) How do you feel about releasing agency research information on a specific commercial to the public after a campaign has stopped being used?

GENERAL CLEARANCES & GUIDELINES

(1) What clearances must be obtained for commercials aimed at children? (PROBE: How does this vary by product type? by client?)

(2) Children's advertising guidelines have been drawn up by various trade associations, networks and government agencies. Which of these guidelines are you familiar with?

(3) How did you learn about these guidelines?

(4) Where do problems arise regarding the use of such guidelines?

EFFECTS ON CHILDREN ... Researchers & Creative People Only

(1) Do you think children perceive commercials differently than adults? (PROBE: Can they differentiate the commercial message from the rest of the program? Are they more susceptible to certain techniques ... which ones?)

(2) What techniques are the most effective in reaching the young market? (PROBE: Animation? Music? Fast action?)

(3) What good effects do commercials have on children? For example, do you think TV ads help the child to be a better consumer? Why?

(4) What possible harmful effects might certain commercials have on the child? (PROBE: Do you think commercials cause increated cynacism? A desire for unnecessary products? Parent-child conflict? Unhappiness when the child's parents won't buy what is advertised?)

ISSUES

Has Federal Government imposed any special constraints on children's TV advertising?

(1) How do you feel about increased government regulation of children's television ... Why?

(2) It has been suggested that commercials be banned completely from children's shows. How do you feel about this proposal ... Why?

(3) Various guidelines state that disclaimers such as "batteries not included" must be presented in certain cases. How do you feel about the use of disclaimers? (PROBE RESEARCHERS ONLY: What effect do you think most disclaimers actually have on children? Do you think stricter regulations regarding the use of disclaimers would be more effective?)

(4) It has been suggested that commercials be bunched together before and after a show rather than dispersed throughout a show. How do you feel about this proposal? (PROBE RESEARCHERS ONLY: What effect would this proposal have on the impact of the commercial?)

(5) It has been proposed that commercials on children's shows be proceeded by a notice stating that what follows is a paid commercial. What do you think about this proposal? (PROBE RESEARCHERS ONLY: What effect would such a proposal have on the impact of the commercial?)

(6) It has been proposed that the federal government and industry set-up a children's Television Broadcast Center to finance quality children's programs. The center would be financed through a mandatory tithe on national television advertisers and only institutional credits would be permitted on such programs. What do you think of this proposal?

(7) How do you feel about setting up a codeboard to establish standards specifically for children's television and television commercials?

(8) What is (your agency) doing in regard to the nutritional labeling guidelines recently proposed by the government for children's food products? What effect do you think the increased emphasis on nutritional labeling will have on food advertising? How much do you know about nutritional labeling?

RESPONDENT INFORMATION

(1) In an average week, how many hours do you usually watch television?

(2) Have you watched any children's programs this year? Which ones?

(3) What is your present marital status? Do you have any children? What are their ages? Do you impose any special viewing constraints on your own children?

(4) What is your educational background?

(5) Age: (sight code)

(6) Race: (sight code)

ADDITIONAL COMMENTS

Is there anything else you would like the public and government to understand concerning the subject of children's television advertising?

Respondents for Interview
Guide listed on next page

LIST OF AGENCY PERSONNEL INTERVIEWED ABOUT CHILDREN'S ADVERTISING

Agency	Individual	Accounts
Leo Burnett, Chicago	Seymour Banks Vice President, Research	Kelloggs Pillsbury Funny Face Nestle's Quik
	James Carlson Manager, Personnel	Mattel Clark Candy
	Michael Breslin Attorney	
ADCOM, Inc. Chicago	Jack Young President	Quaker Oats
J. Walter Thompson Chicago	Thomas Armstrong Senior Vice President	Aunt Jemima Foods
Needham, Harper & Steers, Chicago	Peter Nelson Senior Account Executive	McDonalds
Clinton Frank, Inc. Chicago	Jean Anderson Director, Research	Curtiss Candy
Kenyon & Eckhardt Chicago	Joseph Zoller Vice President	Libbyland Dinners
Ogilvy & Mather New York	Jules Fine Vice President, Research	Hershey Candy
Cunningham & Walsh New York	Frank McDonald Vice President, Media	Jiffy Pop Popcorn
Ted Bates & Co. New York	Thomas DiVito Senior Account Executive	Mars Candy Marx Toys Hostess Cakes
Gilbert Advertising New York	William McIntosh Vice President, Marketing	Maypo
	Mel Roth Account Supervisor	

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